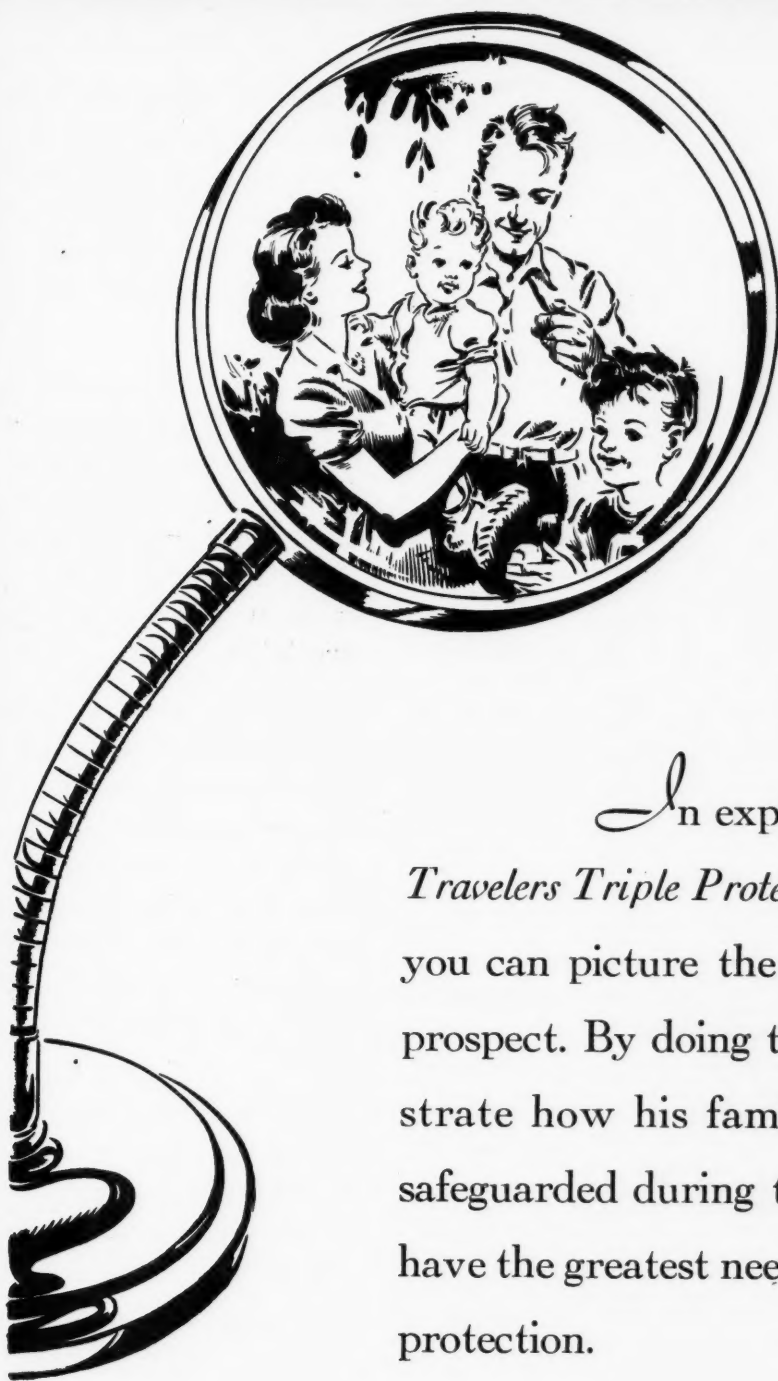


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Life Insurance Edition



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PHILADELPHIA
E. A. Roberts, President

LaGuardia Reveals His Medical Care and Hospital Plan

**New York City
Program to Cost
4% of Payroll**

NEW YORK—Details of the comprehensive hospitalization and medical care insurance plan which Mayor LaGuardia proposes for New York City were announced by the mayor in his weekly broadcast Sunday. The total cost is to be approximately 4% of payrolls, at least half to be paid by the employer, and the coverage will include all members of the employee's family up to age 18.

It will be open to every one earning \$5,000 or less but it has not been decided whether those earning more than that amount can come in for some sort of modified coverage.

The plan has the blessing of the Associated Hospital Service, headed by former Superintendent L. H. Pink of the New York department, and in principle is approved by the organized doctors of Greater New York, the physicians' only point of disagreement being as to the maximum income of those to be covered by the plan. The doctors want to see it limited to those earning \$2,500 or less. However, it is the contention of the mayor and the lay members of his committee on medical and hospital care that it is the group earning from \$2,500 to \$5,000 that particularly needs this insurance service. It is contended that if the doctors, through the insuring of those earning less than \$2,500, are relieved of much of the service which they now perform gratis, they should also be willing to include in the plan the middle group earning from \$2,500 to \$5,000.

Open or Closed Panel

Another point which has not been determined as yet is whether the plan will operate with a "closed panel" or "open panel." With the open panel it is contemplated that virtually all doctors will sign up with the plan and that hence an insured can choose whatever doctor he wants. The doctors would also prefer this plan and it may be that the mayor's threat of using the closed panel system will force them into line on the \$5,000 salary limit point.

The mayor said he was prepared to go ahead with the closed panel if necessary. Under this the organization would hire doctors, paying them from \$6,000 to \$20,000 a year, to look after the medical needs of those covered by the plan. The city would be divided into zones and doctors would be responsible for taking care of calls in their zones. This would, of course, restrict the freedom of choice as to doctors, though every effort would be made to get men of ability.

Reaction of Group Companies

Among the group life companies, which are the principal writers of group hospitalization and surgical benefits in the insurance company field, the mayor's plan is not viewed with any appreciable alarm, though some sales executives have expressed chagrin. However, those who have been studying the whole trend of hospital and medical care insurance and the possibility of its being incorporated into the federal social se-

(CONTINUED ON PAGE 6)

John Hancock to Use Group Annuity on Cases Over 100

John Hancock Mutual, effective May 1, discontinued the writing of any pension plan on an individual contract basis where the maximum number of lives initially covered exceeds 100. In the past John Hancock has had no such limitation as this.

Where the number of lives exceeds 100 the business will be written on the group annuity basis. John Hancock states that the group annuity is better adapted to the case with a large number of eligible lives and also states that individual contracts appeal to the employer with a smaller number of lives. This fact, he stated, has become more and more apparent since the tax regulations have come to apply in the same manner to each plan.

Either a group annuity or individual contracts may be used when the number of lives to be covered initially is between 50 and 100.

The decision to place a firm limit on the number of lives that would be written under a pension trust is reported to have been precipitated by the Hancock's acceptance of the Republic Steel case, involving some 2,000 lives, under a pension trust. The policies were retirement annuity contracts without life insurance.

The Hancock's move does not appear to presage any similar action among non-group-writing companies which write pension trust business. All of them have limits considerably higher than 100 lives. The Hancock's limit is a means of drawing a line of demarcation between the respective bailiwicks of the ordinary and the group departments. The minimum group pension case is 50 lives so there is still an overlap where cases of 50 to 100 lives are involved.

Most other group writing companies which also take pension trust cases have a limit, usually more or less flexible, as to the maximum number of lives that will be accepted under a pension trust. Aetna Life, for example, does not want pension trusts running more than about 50 lives.

Blanks Committee Recommendations

NEW YORK—The blanks committee of the National Association of Insurance Commissioners at its meeting here recommended relatively few changes in any of the annual statement blanks, its aim being to refrain from changes that would involve additional work for the companies in view of manpower shortage, unless the changes were deemed to be essential. It recommended that all special wartime economies be continued.

In the life blank the real estate asset item will include an "inside" item: "Including \$..... owned under contracts of sale." This will show the amount of real estate in process of being sold but on which title has not yet actually passed.

On page seven the second footnote is deleted, which means that settlement option reserves can be classified as annuities now payable. The blank now requires a separation of the deferred portion from that immediately payable and means a great deal of extra computation for something that is not particularly vital. There is added to the life blank interrogatories a question asking whether the company has a retirement plan for agents or employees and if so where the item of reserve for it is reported.

Chairman W. A. Robinson, actuary Ohio department, presided. In addition to the committee a number of staff

Dividends and 5% Rule Are Pondered

**Internal Revenue to
Decide Whether
Assured May Receive Cash**

WASHINGTON—The question has been put up to the Internal Revenue Bureau as to whether a cash dividend to a policyholder under a participating contract, the premiums for which are being paid by the assured's employer under the 5% rule, constitutes salary increase under the stabilization program. The question is just now becoming of importance as the first policies that were sold under the 5% rule are coming up for their first renewal.

Internal revenue attorneys are considering the matter which they say presents new questions and a statement is expected on this point very shortly. Under the 5% rule an employer may purchase insurance that possesses no more of an investment feature than ordinary or whole life or endowment at 85 for employees if the premium outlay does not exceed 5% of the employee's salary, without violating the wage stabilization program.

The question is whether such an assured with a participating contract may now receive the dividend in cash or its equivalent. If it is held that he may take the dividend in cash, then, of course, he may also leave the dividend with the company to accumulate at interest, use it to reduce the premium paying period, buy paid up additions with it even though such additions amount to single premium policies which would not qualify as an initial type of insurance that might be purchased for the employee under the 5% rule.

There is no income tax problem involved here, because the premium that is paid by the employer constitutes taxable income to the employee. If the internal revenue bureau holds that the employee may not take the dividend in cash and that the employer may pay only the net premium, then the question arises whether the employer might be permitted to buy a small amount of additional insurance for the employee to bring the total premium payment up to 5% of the employee's salary.

Schumacher to Be Iowa Speaker

George H. Schumacher, Massachusetts Mutual Life, Cleveland, life member of the Million Dollar Round Table, will address the Iowa quarter-million dollar round table at its meeting in Des Moines, May 26 in connection with the annual meeting of the Iowa Association of Life Underwriters.

members were on hand from various departments.

N.A.L.U. Membership Is Now Above 28,000

BOSTON—Clarence W. Wyatt, John Hancock, N.A.L.U. trustee, told the Boston Association of Life Underwriters that a report just received showed a total membership of 28,119 for the National association, compared with 24,850 at the time of the last national convention. The goal for the year is 35,000. Mr. Wyatt gave a report on National association activities, stating among other things, that there would be only oral reports at the next convention.

Clifford W. Orr, National Life of Vermont, also a national trustee, spoke on "Motivation."

Commissioners of Zone 2 Hold Forth at Raleigh

**Gov. Broughton and Commissioner Harrington
Give Forceful Messages**

By ROBERT B. MITCHELL

RALEIGH—Reassuring yet challenging addresses by Governor Broughton of North Carolina and Commissioner Harrington of Massachusetts, president National Association of Insurance Commissioners, marked the banquet given by the insurance business of North Carolina in honor of the insurance commissioners of Zone 2, who held their annual gathering here.



W. P. Hodges

Governor Broughton, whose fame as a speaker has traveled far in the insurance industry since he addressed the Zone 2 meeting last year at Harrisburg, predicted that there will never be "government owned or government controlled" insurance. He warned, however, that unless insurance can meet the demand for the coverages the people want the government will supply them but he expressed confidence that the companies would "give assurance against the hazards of this confused and troubled life."

Lauds Self-Reliance

Governor Broughton took a crack at the tendency of pressure groups to run to the government for help on problems that they might better handle themselves. He said that Americans are the most self-reliant people in the world and that this trait of character "has had much to do with the incomparable growth of insurance." He deplored any policy—governmental or otherwise—that would impair that trait.

Commissioner Harrington predicted that whatever the U. S. Supreme Court decides in the Southeastern Underwriters Association case, Congress would enact a measure that would preserve the system of state laws governing insurance which has been built up over the last 75 years. Legislation now pending before Congress will not do the job, he said, but when the time comes the National Association of Insurance Commissioners will outline "the proper way to preserve this great institution."

Federal Trade Angle

Mr. Harrington evidently was referring to the danger that the pending bills would take care of only the anti-trust situation but would leave unsettled such questions as the power of the federal trade commission over the insurance business.

Most of Mr. Harrington's talk dealt with the desirability of permitting fire and casualty companies to write all forms of insurance except life.

President Julian Price of Jefferson Standard Life was toastmaster and did his usual witty and informal job of introducing the speakers.

Commissioner Hodges of North Carolina introduced the other Zone 2 commissioners who were present. An added

(CONTINUED ON PAGE 6)

IRB Issues Pension Trust Circular on Four Points

WASHINGTON — A circular has been issued by Commissioner Numan to internal revenue officials and others, emphasizing that in pension trust plans there must be no discrimination in favor of officers, shareholders, supervisors or the highly compensated.

Essential portions of the commissioner's circular follow:

1. In order that a pension or annuity plan meet the requirements of Section 165 (A) (4) of the internal revenue code, as amended, there must be no discrimination in contributions or benefits under the plan in favor of officers, shareholders, employees whose principal duties consist in supervising the work of other employees, or highly compensated employees.

2. Where the amounts of retirement benefits under a pension or annuity plan are based on amounts of compensation, the plan should, to meet such requirements, provide that, in general, when a participant's base compensation is increased, an appropriate increase be made in his retirement benefit.

3. A plan will not be considered discriminatory merely because it provides that no increase in compensation after attainment of a specified age will be taken into account in determining the retirement benefits if such provision applies alike to all participants including those who have already attained such specified age at the time the plan becomes effective.

4. A plan will not be considered discriminatory merely because it provides that, either for administrative convenience or because suitable insurance or annuity contracts are not available from a particular insurer, the amount of retirement benefits will not be increased until the cumulative increase in amount of basic compensation is large enough to call for an increase in the retirement benefit of not less than a specified minimum amount not exceeding \$120 per year if such provision applies alike to all participants. Nor will a plan with such a provision be considered discriminatory merely because the reductions of retirement benefits under such provision would be less likely to affect highly compensated employees than others.

Circular Not "Tough"

In practice, pension trust lawyers say, internal revenue has been requiring recognition of increases in pay that effect retirement income of at least \$5 per month, instead of the \$120 annually referred to above.

Some insurance companies, it is said, will not issue contracts involving less than \$10 per month increase in retirement benefit. Northwestern Mutual, however, is said to have issued contracts based on the \$5 provision.

In general, lawyers say, internal revenue has been tougher in administering pension trust provisions than the above circular indicates. The circular is said to embody much that the bureau has been telling interested parties for some time past.

The internal revenue bureau is reported training a third group of men here since Feb. 15, in the handling of pension trust cases. Training of the second group was finished only recently. A number of the trained personnel go back to the field, where they are supposed to deal with pension trusts submitted, under a program of decentralized administration.

Income Tax Rulings

Two internal revenue income tax rulings concerning annuities and retirement plans are announced. In one case, "The M Company," employing about 60 persons, has purchased a single premium paid-up group annuity contract for retired employees, none of whom was ever an officer or director or a stockholder in any substantial amount, it was stated, and the rights of annuitants are nonforfeitable.

In a ruling by J. P. Wenchel, chief

Test Questions to Evaluate Social Security Proposals

PITTSBURGH—Tests to be applied to social security to determine the advisability of such proposals such as the Wagner Bill were outlined by M. Albert Linton, president Provident Mutual Life, at a joint luncheon of the Pittsburgh Life Underwriters Association and the Pittsburgh Chamber of Commerce.

In the first place, Mr. Linton asked, "does the program allow ample opportunity and provide adequate incentives for people to develop initiative and ambition, thereby reducing to a minimum the temptation to turn to government for personal security? Does the program undertake to do what can better be done by private, voluntary means? Does the program enhance unduly the power of the central government?"

C. I. O. Insurance Group Declares War on Ward's

The New York City local of the C. I. O. Industrial Agents Union is out to stir sentiment against Chairman Sewell Avery and other Montgomery Ward & Co., officials among the "many thousands of policyholders" on whom the union's members call every week. The local adopted a resolution which it telegraphed to President Roosevelt, endorsing his action in ordering the seizure of Montgomery Ward and condemning the company's "open insurrection."

The members promised to do their utmost to bring the "true facts" to the attention of their policyholders.

counsel internal revenue bureau, it is "held, the cost of the group annuity contract is deductible from gross income of the company for the year in which paid. Amounts paid for annuities should be included in gross income of an employee for the year in which the annuity was purchased to the extent of his interest therein.

"Amounts received by the employees from year to year pursuant to the annuity contract are taxable to such employees in the manner and to the extent provided in section 22(B)(2)(A) of the internal revenue code, as amended.

"In computing the amounts to be excluded from gross income under that section, that part of the employer's contribution to the purchase of the group contract which is proportionate to the individual employee's interest in the contract constitutes the consideration for the annuity."

The other case involves treatment for federal income tax purposes of annuities paid under the retirement plan of the "City of R" to a retired policeman during his lifetime and to his widow after his death. Under the plan policemen are required to contribute stated percentages of salary for annuities for themselves and widows, the city contributing toward the annuities. Specific limitations, restrictions and requirements are imposed.

After quoting section 22(B)(2) of the code and referring to other department rulings, the bureau holds in E. T. 3653 that under the retirement plan the annuity received by the policeman in his lifetime is "taxable to him to the extent" provided by section 22(B)(2), as amended, and the widow's annuity is taxable to her under that section "until the consideration paid for the annuities (the amount of the policeman's salary contributions) has been recovered tax-free for federal income tax purposes."

Thereafter, "the entire annuity constitutes income to the widow," it is held. "If the consideration paid by the policeman was recovered tax-free by him prior to his death, then the entire amount received by the widow will be taxable to her." The fact that the widow has rendered no services to the pavor is "immaterial," in view of provisions of the code, it is held.

Home Office Life Underwriters Card Is Announced

The program of the annual meeting of the Home Office Life Underwriters Association to be held May 17-19 in New York City was announced this week. Ross B. Gordon, vice-president State Mutual, is president. The highlights of the program are:

Occupational Committee—May 17, 9:30 a. m.

Chairman, C. H. Norris, Aetna Life "The Health Hazards in Quartz Crystal Preparation," C. C. Payson, Connecticut General.

"Trends in Occupational Rating," R. J. Vane, Metropolitan.

"Recent Upward Trend of Fatalities among Certain Railroad Employees," R. F. Edwards, Prudential.

Afternoon Session—Chairman, Harold Davies, Equitable

"Electronics and Post War Living," D. B. Smith, director of research Philco Corp.

"The Use of Anhydrous Hydrofluoric Acid in Obtaining High Octane Gasoline," W. N. Bagley, Travelers.

Informal Discussion

"Securing Occupation Information under Present Conditions"—"Difficulties and Effects on Underwriting," introduced by H. G. Glenn, Mutual Life of New York.

General Session—May 18, 9:30 a. m.

Chairman, Ross B. Gordon, State Mutual

PRESIDENTIAL ADDRESS

"Attitudes," E. A. Roberts, president Fidelity Mutual.

Discussion: "Pension Trusts."

Afternoon Session—Chairman, Leigh Cruess, Mutual Life

CASE CLINIC

Industrial Session—Chairman, J. J. Raidy, Colonial Life

May 19, 9:30 a. m.

Chairman, R. C. McCankie, Equitable of Iowa

"War-Time Underwriting," Michael Marchese, Massachusetts Mutual.

Discussion: E. J. Keefe, John Hancock; Ewart Vardon, Crown Life.

"War-Time Problems Concerning Disability and Double Indemnity Benefits," W. O. Menge, Lincoln National.

Discussion: J. D. Williamson, Canada Life; J. H. White, New York Life.

Informal Discussion

1. Uses and abuses of insurance in connection with stock purchase schemes.

2. Desirability of business insurance on purely war businesses.

May 19, 2 p. m.

Chairman, Pearce Shepherd, Prudential

Informal Discussion

1. Is it advisable to place a more or less complete manual of underwriting rules in the principal agencies and branch offices?

2. In view of increased income taxes, what modification should be made in the 20% rule? To what extent should net income be considered or the present inflated income discounted?

3. Is it advisable to limit or extend non-medical procedure? (a) By ages and amounts. (b) Can any substandard classes be taken? (c) By securing attending physicians' reports and additional information from agents rather than requiring examinations?

4. Inspection Reports: Can we dispense with them by (a) accepting shorter coverage on smaller cases; (b) waiving reports entirely or test checking certain classes of business; (c) allowing for experience with agent?

5. What weight does the underwriter attach to the agent's report in submitting the application? Does he depend on records or on impressions? What is done with regard to agents who are found to misstate the facts?

Chicago C.L.U. Elects June 2

The Chicago C.L.U. chapter will hold its annual meeting June 2. Ben H. Groves, Travelers, is chairman of the nominating committee.

United Life & Accident has been admitted to Virginia.

N. W. Mutual New Setup in Chicago Is Perfected

Ralph H. Hobart and James F. Oates, Chicago general agents of Northwestern Mutual Life for a great many years, finally have pulled out of their agency, following their enlistment and appointment of two new general agents. The retiring general agents were honored at the regular agency meeting. In behalf of the staff, C. F. Axelson, special agent, read a memorial resolution that was engrossed and hand-lettered in a leather covered book which was presented to Messrs. Hobart and Oates.

The veteran partners have taken joint offices on the 12th floor, 208 South La Salle street, in which their old agency is located, and plan to continue together in handling their personal accounts as they have for so many years.

Established Unusual Record

Mr. Axelson in paying honors to the two general agents stated he had heard of no general agency partnership that had continued in existence for a third of a century, either in Northwestern Mutual or any other company, and that the agency since they opened it in 1911 placed more ordinary life insurance on the books than is to be found, with only one or two exceptions, on the books of any company domiciled in Illinois; and of the more than 300 legal reserve life companies in the United States less than 50 have as much business on their books as has the old Hobart & Oates agency.

The new general agents, John H. Jamison, and Nelson Phelps, assumed charge Monday. Many bouquets were received from other general agents and managers of Chicago and elsewhere.

Business Is Divided

The approximately \$210,000,000 of business on the books is being divided, so that Jamison and Phelps will receive about \$140,000,000 of it and the remainder will report through John O. Todd & Associates, the new Chicago general agency. The Todd agency temporarily is in quarters in Room 300, Westminster building, while negotiations are being conducted for priorities to arrange a fine office with air conditioning across the entire second floor face of the building. The agency under direction of John S. Murphy, production manager, under personal supervision of Mr. Todd, has commenced a conservative program of recruiting career life agents. The plan is to provide each a private office and to build a harmonious agency by permitting agents in the office to pass upon any new candidates.

NSL Cover Now Amounts to \$110 Billion

WASHINGTON—"Our young men in the armed forces certainly show that they are definitely insurance minded, as they have already applied for \$110 billion of National Service Life Insurance," said Brig. Gen. Frank T. Hines, veterans administrator, addressing the national executive committee, American Legion, here. "The total number of applications to date is about 14 billion 800 million."

So far, he said, 72,517 death claims have been received by Veterans, of which 64,050 have been allowed; 3,580 disallowed, and 4,887 were pending. The face value of the insurance claims allowed, Hines said, is \$345 million and the average size policy involved is \$7,605.

Hamill Qualifies for Table

Ten months after returning to personal production, James M. Hamill, Equitable Society, San Francisco, has become a qualified member of the Million Dollar Round Table.

States Rights Bill Is Moved Ahead in Senate

Judiciary Sub-committee Gives Green Light—Still No Court Decision

WASHINGTON — Recessing Monday until May 8, the Supreme Court again failed to hand down decisions in Southeastern Underwriters Association or Polish National Alliance cases. Customarily, the court recesses through May, except for occasional decision days, on Monday.

Meanwhile, the Senate judiciary sub-committee headed by McCarran, following a meeting last Saturday, favorably recommended the Bailey-Van Nuys states rights insurance bill to the full judiciary committee. The latter body, in executive session Monday, received that report, but took no action on the bill, in the absence of Senator O'Mahoney, Wyoming, in Massachusetts on account of a death in his family. It is understood the committee meets again next Monday.

Two judiciary sub-committee members reserved the right to oppose or amend the bill. Senator Hatch, New Mexico, opposed the bill. Senator Ferguson, Michigan, wants to amend it.

Senator Ferguson proposes to amend the measure so that it would not apply to the S.E.U.A. case pending in court. He says he expects the full judiciary committee will decide to recommend the state's rights bill the next time it considers it.

Senator O'Mahoney has amendments before committee to the pending bill, which may possibly be pressed for action before the full committee, but insurance representatives predict their defeat, in that event.

E. L. Williams, president Insurance Executives Association, is understood to be familiar with the Ferguson amendment which, however, he does not consider necessary.

He says he expects the judiciary committee will report the bill favorably. He hopes that will be next Monday, but they may decide to wait a week or two longer, it is said, to see what the Supreme Court does in the S.E.U.A. case.

Creditor Can't Reach Cash Surrender Value

The effort of a creditor to reach the cash value of a debtor's life insurance was defeated in the decision of Illinois appellate court, first district, in *Fidelity Coal Company vs. Diamond et al.* Attorney Alfred Diamond of Chicago, the debtor, who had a judgment of \$149 against him, had a \$1,000 endowment at age 60 policy in Mutual Life payable to his father, which was taken out in 1934. Diamond had no application for a loan upon the policy pending nor had he at any time delivered the policy for cash surrender value.

Fidelity Coal contended that it can reach the cash surrender value and Diamond can be directed to surrender the policy for cancellation and have the cash value paid by Mutual Life to Fidelity Coal. The 1937 Illinois insurance code provision which unequivocally protects the cash value against claims of creditors, did not apply in this case but the court concluded that the cases cited by Fidelity Coal do not support its contention.

The judgment against Diamond was entered 3½ years after the policy was

(CONTINUED ON PAGE 6)

New Sales, Training Plan Introduced by Penn Mutual

Twelve general agents of Penn Mutual Life last week attended a six-days intensive training course in Cleveland, with E. L. Reiley, Cleveland general agent, introducing a new programming technique originated by Mr. Reiley. It is known as the "Prograph Institute," and is directed to selling life insurance by using social security as the base on which a complete financial program is built. The system includes the use of unique visual charts.

The occasion was said to be the first time in which an insurance group adopted the war production training principles now used in industrial war plants. There was offered an advanced system of training and life insurance service, designed to meet needs in wartime and in the post-war period. The training innovations attracted the attention of laymen in the Cleveland area.

Mr. Reiley was assisted by his supervisors, Alan Carpenter and Harry Pollock, in training in the technique. E. Paul Huttinger, second vice-president, was in charge of the Prograph Institute. Accompanying him was his assistant, Albert Fitz Randolph.

Sam Morris Now "Millionaire"

Sam Morris, Connecticut Mutual Life, St. Louis, who qualified as a member of the 1944 Million Dollar Round Table with credits of \$1,001,287, since last December has been production manager for the Morton & Morton agency. He joined that agency in 1938 and in his first year his production was \$191,450 in 54 cases; second year, \$248,460, 42 cases; third year, \$311,070, 45, and fourth year, \$570,942, 70 cases. He has qualified for every company convention and has been a member of various pro-

Benson for Trustee Campaign Launched in Cincinnati

CINCINNATI — Judd C. Benson, manager home office agency of Union Central Life, was unanimously endorsed for N.A.L.U. trustee by the Cincinnati Life Underwriters Association at a directors meeting Monday. The motion provided that Mr. Benson be endorsed for trustee or for any other position to which the National association may decide to nominate him. A committee will be appointed by Wm. B. Hardy, New England Mutual, president Cincinnati association, to present Mr. Benson's name before both the Ohio and National associations.

Mr. Benson is serving a second fractional term as trustee by election of the N.A.L.U. board of trustees to fill a vacancy. The reference in the resolution to "any other position" is similar to that in the Chicago and Illinois resolutions last year in behalf of Philip B. Hobbs, Equitable Society, Chicago. That reference gave rise to speculation that the Hobbs' supporters had their eyes on the office of secretary. However, he was not actually put forward for that post. He was reelected as a trustee and a formal campaign is under way for his election as secretary this year.

duction clubs. A year ago he was awarded the certificate of advanced underwriting by Connecticut Mutual Life. He specializes in telephone solicitation.

Correction on Andrews Production

In the story of the North Carolina sales congress appearing in the April 21 issue reference is made to E. Frank Andrews, special agent of Jefferson Standard Life at the home office, that he wrote 34 lives last year. This should have been 343 lives.

American Society Urged to Broaden C.L.U. Activities

Los Angeles Chapter Sets Forth Program—Criticizes Inaction in Past

LOS ANGELES—A call for the American Society of Chartered Life Underwriters to become a more influencing factor in the business has been sounded by the Los Angeles C. L. U. chapter in a strong resolution urging more forceful leadership and a broader and definite development program.

The Los Angeles chapter urges "that a program be initiated by the American Society to more closely integrate the policies of this organization with those of the American College to the end that the interests of both organizations in the welfare of the individual C. L. U. may be continued in later years."

The basic objective of the C. L. U. movement should be expanded "beyond the mere scope of the personal educational development of the individual C. L. U. to include a broader program directed toward:

Broader Program Set Forth

"1. An improvement in working conditions and method of compensation for agents.

"2. Raising of qualification requirements in the various states for entry into the life insurance business, as well as the promotion of higher ethical standards in our business.

"3. The adoption of a definitely improved public relations program for the purpose of obtaining a better understanding on the part of the public of the significance of the C. L. U. movement and the designation itself."

Efforts should be made to increase the influence and voice of the American Society in the deliberations of the Life Presidents Association, American Life Convention, Life Agency Officers, National Association of Life Underwriters, etc., it is pointed out.

The American Society should adopt "a comprehensive program of aims and purposes, educational standards and procedures, and chapter programs to the end that the activities of the individual local chapters throughout the country may have common methods and objectives, taking the place of the individual activities that are now localized, unrelated and in some respects inconsistent."

Should Offer Central Control

It is also urged that the American Society take steps to channel into its office complete information on the activities of the local chapters in the promotion and conduct of their seminars on economic and social problems; that brochures on timely subjects be prepared at intervals and distributed to local chapters.

A more adequate proportional representation by C. L. U.'s on the board of directors of the American College is urged. "We recognize that this process should be a gradual one over the years; however, too long a time should not be required to effect a majority of the board."

An increase in dues of the American Society to the level of other representative professional societies, is suggested. The present \$3 per year rate should be increased to not less than \$10 in order to carry out the proposed objectives. The increased income would permit the allocation for an adequate travel allowance to the national president and regional vice-presidents to enable them to visit local chapters more frequently

Johnnie and the Farm

Did you read those newspaper accounts about the posthumous award of the Congressional Medal of Honor to Johnnie D. Hutchins, of Texas? On September 4, 1943, he saved his ship from a torpedo at New Guinea even while he was dying at the helm. From the citation:

"Still clinging to the wheel, his final thoughts concerned only with the safety of his ship, his final efforts expended toward the security of his mission."

The AP newspapers said that "when young Johnnie was home the last time he had told the folks that if anything happened to him he wanted them to use the death benefit money (National Service life insurance) to buy the farm. And so when the check came it went to make the payment on the farm.

"It is evident that he was concerned with the security of his family. The farm is in their name now. Johnnie lived only 21 years but he had time to help make secure the safety of his ship and his home.

"Last December there was filed with the county clerk of Wharton County, Texas, a deed to the farm. His father, his mother, and their six children no longer were sharecroppers."

Note that young Hutchins didn't say, "I'll take a thousand." He said he wanted his family to buy the farm, and he signed up for all the government war risk life insurance he could buy.

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA



No More of This!

This once familiar scene is a thing of the past in Connecticut Mutual offices.

The Company's new illustration book has made it a lot easier for agents to figure policy illustrations. It replaces the old Dividend Book. It avoids the innumerable cross references to the Rate Book and Dividend Book. It eliminates much addition and multiplication.



By thus lightening the burden of office detail The Connecticut Mutual agent can have more time and energy for Field work—the job that really counts.

The Connecticut Mutual
LIFE INSURANCE COMPANY *Hartford*

and maintain more adequate contacts with other professional groups.

The Los Angeles chapter favors the retention of the present regional plan for the election of directors and vice-presidents. "In addition, we recommend a more careful selection of national officers by the nominating committee to the end that men may be chosen who have a proven record of sustained interest in the C. L. U. movement, a vision of the potentialities for service and usefulness contained in this organization but now largely dormant, as well as men having the time, money, inclination and zeal for the cause to carry out these objectives. To this end we further recommend that ballots be prepared containing the names of more than one man for each of the elective offices in order to create greater voting interest on the part of the membership at large."

Shortcomings Cited

In presenting the resolution, Harold D. Leslie, Northwestern National Life general agent, chairman of the special committee and his associates, Vice-President Charles E. Cleeton, general agent Occident Life, Cal.; and Henry E. Belden, associate general agent Union Central Life, pointed to the failure of the national organization to assume the leadership that was anticipated it would provide. As a result "each chapter has had to rely upon its own initiative, resourcefulness and individual capacity to survive, as well as to try to promote the interests of the C. L. U. program in its own locality. The lack of a coordinated national program has also resulted in a lack of uniformity on the part of individual chapters in their programs and activities.

Not Lived up to Expectations

"We feel that the net result of this has been that the C. L. U. movement throughout the country has not lived up to expectations in the influence which it should rightfully exert on correctional procedures, in the raising of ethical standards in underwriting practice and in the betterment of the status of the life agent generally. Such vital problems as agents' compensation, in the payment of commissions, renewals, service fees, pensions, etc., constitute a case at point. What is the American Society doing about this vitally important matter? What influence is it exerting on behalf of the great body of life agents who look to us for leadership and who of themselves are largely without voice in either company or agency circles?

"In too many instances, after the individual secures the C. L. U. designation, he is largely left to drift. This is particularly true of those C. L. U.'s not

Applicant, Who Refuses to Take Delivery, Held Liable for Commission to Agent

A man who applies for life insurance, is examined and accepted and then refuses to take the policy and pay the premium, is liable in damages to the agent, Municipal Justice Crawford of New York City has decided. Jack B. Silverstein, broker and agent of 1 Cedar street, was the agent that won the decision.

Norman Rothstein signed an application for two retirement policies in Security Mutual Life of New York and passed a medical examination. Security Mutual issued the policies but Rothstein refused to pay the premiums, stating he had changed his mind.

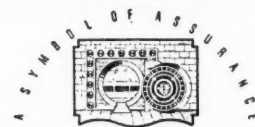
Rothstein contended that Silverstein was the intermediary through whom his negotiations with Security Mutual were carried on, that he dealt with Security Mutual and that when he refused to accept the policies and pay the premiums no insurance contracts were effected. He contended that since no contract was effected there was no liability to the insurer and none to the agent and even if the agent had been a broker he would not be entitled to a commission as no contract had been brought about.

Rothstein contended that he never agreed to pay commission, that it was up to the agent to get his commissions from the company.

Silverstein contended that Rothstein in signing an application and submitting to medical examination made an implied agreement that he would accept the policies when written and delivered and pay the premium.

The court gave a decision to Silverstein for the amount of commissions that he would have received had the policies gone into effect.

resident in the larger cities. It is quite true that the individual C. L. U. has secured the benefits of the educational process in the course of study which he has completed, but apart from this personal benefit, what has the national organization contributed, to the improvement of his every-day working conditions from that time on? What has it done toward informing the public of the professional aspects of the C. L. U. designation? Due to the process followed in the organization of the American College and perhaps due also to the source of its financial support, the American College has not been as closely allied with the working conditions and every day problems of C. L. U.'s as it should have been."



Upon a carefully built **SOLID ROCK FOUNDATION** this Company now expands upward and outward.

A mighty good connection for Agents who want **"TO GET FIXED FOR LIFE."**



BANKERS MUTUAL LIFE CO.
FREEPORT, ILLINOIS

Since 1907
L. H. Engstrom, President
Not gigantic, **"JUST GREAT"**

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Reappraise Training Plans; Prepare for Post-war Situation

By ABNER THORP, JR.

Editor Diamond Life Bulletins

Current opinion seems to incline to the view that now is the time to reappraise the value of agency and company educational and training plans in order to be ready to meet the post-war situation. It is quite evident that many changes and improvements will have to be made, for the following reasons:

The effective agency forces have been so reduced during the last ten years that manpower for replacement will have to be recruited if the benefits of life insurance are to be adequately presented in a period when it will not be so easy to sell as it is at the present time. Now, there are very few things which the public can buy with its hoard of dollars, but after the reconversion period following the war, life insurance will have to compete in a market well supplied with all the gadgets of which the public has been deprived for several years. To sell life insurance adequately in such a market, will require a large number of quality agents.

Can't Wait Until After War

But, the mere recruiting of numbers would be a sad mistake. Recruiting is only one of the factors involved in the rebuilding of the American agency system. Financing, education, training and closer agency and company supervision will also need careful consideration, and older methods will have to be replaced by more modern conceptions.

Yet companies and agencies can't afford to wait until the war is over to refurbish and reorganize such procedures. If they do, they will either be left behind the procession, or they will be forced to retain the old-fashioned, reactionary idea of depending upon "volume" at any cost—the idea which, more than any other, has demoted the life insurance agent in the minds of the buying public. For "volume" at any cost means mass recruiting, careless selection, inadequate financing, high turnover, bad service and an invitation to government planners.

Example of Metropolitan Life

It is, therefore, extremely heartening to see companies like the Metropolitan, for example, doing such a magnificent job in building a well trained, adequately financed, properly supervised, loyal and enthusiastic sales force capable of discharging its responsibility to the public in a satisfactory manner.

We speak especially of the Metropolitan because it has probably gone further than most other companies in the educational and training field. With 125 men in its field training division, with schools for agents, assistant managers

and managers operating continuously in all parts of the country, with over \$1 million a year invested, according to President Lincoln, in its educational and training program, it is no wonder that it has become the largest organization in the world today.

Perhaps other and smaller companies may not be equipped to carry out such an extensive or intensive program. Nevertheless, they would do well to make their plans now for post-war activity—plans which would involve a re-examination of present educational and training systems, tying in the home office more closely with field training, re-educating general agents and managers, providing amplified facilities and increased personnel in their educational departments.

For the handwriting seems to be on the wall: The home offices in the fu-

ture will have to assume increased responsibility for education and training, and the supervision of whatever system they may adopt will have to be more adequate, more expert, more practical, more enthusiastic and more continuous.

F. T. Limont with Berkshire

F. T. Limont has been appointed production manager by L. M. Clucas, general agent of Berkshire Life for western Massachusetts. Mr. Limont joined Equitable Society in 1920. From 1921 to 1925 he was cashier in offices at St. Paul, Toledo and Minneapolis. In 1925 he was appointed branch manager at St. Paul.

In 1929 Mr. Limont was made agency assistant and from 1935 to 1938 was superintendent of agencies in charge of the

southern department. In 1938 he joined Pan-American Life as superintendent of agencies and in 1940 was made general manager of agencies, resigning to go with Berkshire Life.

Sidney Smith Unit Manager

Sidney J. Smith has been named unit manager of the Woods agency in Pittsburgh of Equitable Society. He served as a second lieutenant in the signal corps and was given a medical discharge a year ago, since which time he has been with the Woods agency. During his first year he paid for 81 cases for a total of \$194,367. For the four months in 1944, he has paid for 43 lives totalling \$103,000.

Standard Life of Indianapolis and Connecticut General Life have been licensed in Arizona.



A matter of taste

To be appetizing, it isn't enough for a cake to be made of good ingredients. It also has to be interesting. That's the reason for the frosting. Likewise background, financial soundness, up-to-date methods of agency operation aren't the whole reason why agents prefer one life insurance company to another.

When our agents express their preference with the simple assertion, "I just like the Hancock, that's all," we like to think it means that we appeal as much to their taste as to their good judgment.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

EIGHTY-TWO YEARS IN BUSINESS . . . INSURANCE IN FORCE \$6,438,540,577 ON 7,000,000 POLICYHOLDERS

DISTRICT AGENCY OPEN

One of the largest life insurance companies, (mutual) established in California over 60 years, has District Agency open for San Diego County. Active organization now operating. Over \$5,000,000 of quality business in force in that County. Company gives exclusive franchise and has attractive pension system at age 65. Write V-83, The National Underwriter Company, 175 West Jackson Boulevard, Chicago 4, giving experience and qualifications.

AGENCY SUPERVISOR WANTED

A man with Accident and Health Sales or Home Office experience to assist in developing midwest territory. Salary and Traveling Expenses. A position with a future, and offering unusual earning possibilities with liberal bonuses.

State Age, Draft Status, Experience and other qualifications. Our employees know of this ad. Address V-86, care The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

LaGuardia Reveals Medical Care Plan

(CONTINUED FROM PAGE 1)

curity plan are inclined to look on the New York proposal as a step in a desirable direction, for they feel that if this type of insurance cannot be made to work successfully on a voluntary and private-enterprise basis it will inevitably be embodied in federal social security, a course that would be undesirable in many ways.

From this standpoint the New York plan has the advantage, first, of being completely voluntary. Incidentally, it would not be either dominated or guaranteed by the City of New York, in spite of the mayor being its sponsor. Its other virtue is that it would be local in character and therefore more readily susceptible to modification than would a nationwide federal plan.

Competition Has Been Fair

Another reason why the group writing companies are not unduly concerned about the New York proposal is that no matter how successful it may be there will still be a great deal of business for private insurance companies, for example from large corporations which operate in many localities and

want a uniform accident and health and hospitalization program for their entire personnel.

Relations between the life companies in the group field and the Blue Cross hospital association plans have from the start been on a good ethical plane. Both sides have been careful not to make their sales arguments unfair to the other and where there have been complaints the offending party has taken prompt steps to remedy them.

There is also a practical strategic reason why the life companies could not very well become belligerent about this new development even if they felt that way. The hospital service associations, of which the New York plan is merely an expansion, have come to be the very life-blood of the hospitals in a great many localities. Hence, if the companies were to fight these associations they would in effect be fighting the hospitals themselves and the latter are in a position to make things very tough for the companies if they cared to.

For example the hospitals could demand that all patients insured under company plans pay their bills before leaving the hospital or even in advance. This would greatly impair the value of hospitalization insurance by making it necessary for the patient to dig up cash. Even though he were later reimbursed by the insurance company it would be awkward for many people to raise a substantial amount of money on short notice.

Scope of N. Y. Plan

The New York city proposed plan would cover visits of the general practitioner to the home, hospital or office; specialist services for all treatments and necessary consultations; diagnostic, x-ray and laboratory services; surgery, major and minor; maternity, including pre-natal and post-natal care; complete child care, including immunizations; preventive care, which was especially stressed by Mayor LaGuardia; visiting nurse service; and all hospital services.

Just what the doctors' basis of compensation will be was not disclosed by the mayor but it is assumed that it will be at the going rates for workmen's compensation cases if the open panel system is followed. If the closed panel basis is used the doctors will be on an annual salary.

ACTION IN MISSOURI

The Missouri Medical Association house of delegates at its convention in Kansas City approved of a prepayment plan for medical and surgical care and the details will be announced within two or three months. The plan will take care of all physicians' fees while the insured is hospitalized. The charge will be 85 cents a month for single persons and \$2.25 for families regardless of size. Control will be vested in the Missouri State Medical Association. It will be known as Missouri Medical Service, Inc. Benefits will be paid directly to the physician. It will operate in close harmony with the Blue Cross hospitalization plan.

U. S. Chamber Insurance Parley

WASHINGTON — The Bailey-Van Nuys bill, CAB aviation insurance report, Lea and other aviation bills, the Bridges bill, social security proposals, veterans legislation, workmen's compensation, fire prevention, health and safety and safety radio programs, manpower and other problems were among topics on the agenda of the insurance committee meeting of U. S. Chamber of Commerce here Thursday.

Senator Ferguson, Michigan, is scheduled as luncheon speaker to discuss off

the record the Bailey-Van Nuys bill and state regulation. He wants to amend the bill.

James L. Madden, Metropolitan Life, chairman of the committee, will discuss manpower, including proposed national service legislation, and selective service operation. Other speakers scheduled include Col. George H. Baker, selective service; Brig. Gen. Frank T. Hines, veterans administrator, and Rep. Rankin, Mississippi, chairman house veterans committee, on veterans legislation; Eric Johnston, president U. S. Chamber; Lt.-Col. Wiley Tanner, army specialized training division.

The insurance committee will consider the report of the chamber's special social security committee laid over by the board of directors last March, and may decide to submit it to referendum vote of chamber members.

Grant Taggart, California-Western States Life, Cowley, Wyo., and James Rutherford, executive vice-president National Association of Life Underwriters, will make proposals regarding the Bridges bill to permit deduction of life insurance premiums on income tax returns. Paul Hardesty will report on the chamber's national fire prevention program.

Commissioners of Zone 2 Hold Forth

(CONTINUED FROM PAGE 1)

attraction was Edmund Harding, Washington, N. C., banker, who gave a monologue replete with homespun humor. The audience particularly liked his definition of horse sense: the quality that keeps a horse from betting on a man.

The banquet was extremely popular, drawing a sell-out attendance of 350. A cocktail party preceded it.

ZONE CONFERENCE

The zone 2 commissioners held their all day session at the North Carolina department office. Commissioner Bowles of Virginia was reelected zone manager and T. T. Moore, chief examiner Virginia department, was reelected secretary.

Among topics discussed were the adoption by the N.A.I.C. of the general outline procedure for insurance company examinations suggested by the commissioners of Zone 6; treatment by life companies of agents who go into the armed forces; status of Guertin-plan legislation in the various states (16 have passed laws, 12 permit it without legislation); reserves on substandard lives under the Guertin legislation; the personal property floater, on which sentiment was that it is in line with the broader coverage trend and should be authorized wherever laws do not bar it; retaliatory laws; rate-making statistics of non-life companies; loss ratios of accident and health companies; hospitalization and medical service; and the proposed fraternal code.

Non-Can Policyholders

There was also discussion of the treatment of non-can accident-health policyholders in military service. Massachusetts companies either suspend a portion of premiums while the insured is in service or arrange to give coverage while he is in the U. S. area.

This was referred to the accident and health committee with the idea that it be discussed at Chicago and an effort made to get general adoption of the Massachusetts plan.

President Harrington of the N.A.I.C. talked on what the various committees have done since the New York meeting last winter. He suggested subjects for study, particularly broader writing powers.

Teachers Booklet Convention Issued

Reports of officers and committees which would have been presented at the annual meeting of the American Association of University Teachers of Insurance last December had it not been canceled because of the war are contained in the issue of the association's "Journal" which has just come off the press. The volume also contains four articles on some current life insurance problems.

The sections dealing with association activities include the presidential report of E. L. Bowers, Ohio State University; statement by the president-elect, F. G. Dickinson, University of Illinois; report on the first year of operations of the American Institute for Property & Liability Underwriters, by S. S. Huebner, University of Pennsylvania, and the reports of the treasurer, secretary and the membership committee.

The life insurance articles are "Annuity Problems Today," by H. H. Jackson, vice-president and actuary, National Life of Vermont; "Annuities for an Aging Population," by Professor Dickinson and C. M. Elliott, University of Nebraska; "The Standard Nonforfeiture and Valuation Laws," by A. N. Guertin, actuary New Jersey department; and "Review of Life Insurance in 1943," by R. B. Mitchell, eastern editor of THE NATIONAL UNDERWRITER.

The issue of the Journal was planned by Professor Dickinson and edited by C. A. Kline, University of Pennsylvania, secretary-treasurer of the association.

Creditor Can't Reach Cash Surrender Value

(CONTINUED FROM PAGE 3)

issued and there is no allegation that the policy was taken out or premiums paid to defraud creditors.

Harold L. Eisenstein was attorney for Fidelity Coal and Jacob Diamond and Harry C. Diamond were attorneys for Alfred Diamond.

Increase your accident sales with ideas from the Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

PUBLICITY MAN

Here is a challenging job for the right man. It is not a temporary war job. The man who filled it for some years has just moved up to executive status.

A large life insurance Company needs a man for publicity and sales-promotional work. He must have initiative, personality, a fertile mind and a clean slate; he must have good command of language—and give demonstration of this in his first letter. If he knows life insurance or has had house-organ experience, so much the better.

Briefly, clearly, convincingly, tell us who you are, your educational qualifications, what you have done—and your references.

Box V-77, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.



★ WE WHO DEAL DAILY WITH LIFE INSURANCE SOMETIMES DEAL INDIFFERENTLY WITH IT BECAUSE WE ARE SO CLOSE TO IT.

BUT AN INCIDENT LAST WEEK set me to pondering anew upon life insurance. I am a member of two clubs to which a neighbor of mine also belonged. My neighbor died suddenly, and the next day my phone rang many times as club members called to inquire concerning his passing.

IN EACH PHONE CALL, the first question was, "How did he leave his family fixed?" — not "When are the services?" or "Had he been ill long?" or "What did the doctor say?" but always, "How did he leave his family fixed?"

I HAVE KNOWN THESE MEN to quibble about life insurance, to challenge its supreme importance in a man's affairs—but when death comes, the last is first—"How did he leave his family fixed?" Ultimately nothing but life insurance counts.

PAUL SPEICHER
Managing Editor
THE INSURANCE RESEARCH & REVIEW SERVICE
INDIANAPOLIS

Decide Insurance Trust Tax Issues in Two Cases

WASHINGTON.—Two cases involving alleged tax deficiencies in which appeals were taken from rulings of the internal revenue commissioner involving insurance trusts, have been decided by the U. S. tax court.

In connection with Estate of James H. Matthews, Fidelity Trust Co., Executor, Petitioner, vs. Commissioner, involving an estate tax deficiency of \$21,009, during his lifetime decedent had created two insurance trusts, naming the trustee beneficiary of policies on his life but reserving the right to change the beneficiary or to assign the policies and to alter or revoke the trusts. Thereafter he assigned some of the policies to a bank as collateral on his promissory note.

The tax court held that the portion of proceeds of assigned policies which after decedent's death was payable to the assignee bank in satisfaction of that debt is includible in the gross estate as income "receivable by the executor."

Income Tax Issue

In Joseph Weil, Chicago, vs. Commissioner, the former had created a trust in 1935 to which he transferred six policies on his life. He reserved the right to add other policies to the trust, and provided that all premiums should be paid out of trust income. During the years in controversy there was in existence one other policy upon Weil's life, which was not a part of the trust and upon which Weil paid the premiums. The trust each year paid the premiums on policies forming part of the trust corpus and Weil reported the amounts as taxable to him.

The commissioner determined income tax deficiencies for 1938-41 totaling \$5,144. The court finds Weil created the Blanch Weil trust in 1935, naming himself trustee, and assigned to the trust six policies totaling \$60,000 which he had previously taken out on his life, together with certain securities.

The trust provided that net income of trust properties should be used to pay premiums. If income were not sufficient the principal of trust might be used.

Fiduciary Return

Premiums on policies in the trust to the total of some \$7,615 were paid for four years out of trust income. These amounts were included by Weil in his taxable income for the respective years and he paid tax thereon. As trustee, Weil filed a fiduciary return for each

year in which he reported the balance of trust income and paid tax due thereon.

The commissioner determined that the entire income of the trust was taxable to Weil.

The court in holding against the Commissioner said Weil's liability for tax depends upon the existence in the tax year of policies upon which it would have been physically possible for the trustees to pay premiums. There was in existence during the taxable years no policy that fell in the described category. Weil owned and paid the premiums on one other policy, but the trust instrument gave the trust no power to pay such premiums.

In the Matthews case the question was whether proceeds on decedent's policies payable to the loaning bank are includible in gross estate within the benefit of the statutory exemption of \$40,000 as "amounts receivable by the executor," within the meaning of the revenue act of 1926.

Controlled Hiring Plan Is Made Applicable to Insurance in Hartford Area

HARTFORD—Reversing a previous decision, the Connecticut War Manpower Commission announces the extending of its controlled hiring plan to embrace every industry, occupation and employee in central Connecticut. This will limit occupational freedom in every business and industry, however "unessential."

The new program prohibits employers in any field from hiring workers without first securing approval from the United States Employment Service. No employee in any field may change his job or accept new employment except by referral through USES.

Extend Information Return Date

WASHINGTON—Tax-exempt organizations have been advised by Internal Revenue Commissioner Numan that time will be extended beyond May 15 for filing financial information returns for 1943 required by section 117 of the revenue act of 1943. Such organizations include certain mutual insurers, mutual benefit societies, insurance trade organizations, etc.

Larson Compiles Florida Laws

Commissioner Larson has issued a compilation of the insurance laws of Florida, through the 1943 session, with subject indexes in much detail.

Increase your accident sales with ideas from the Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

Track Clear!

U. C. agents get the "green light" in simple, sensible booklets on organized planning—regularly supplied them by a thoughtful, aggressive home office!



Perhaps no single element of home office sales help is so useful to Union Central agents as the continuous flow of "time control" material they get, week after week.

A carefully worked out annual plan book, a highly specific, easy-to-organize monthly plan book, plus a complete system of card reporting, each contribute immeasurably to the efficiency with which U. C. men and women cover their prospect lists, get maximum sales from minimum calls.

This "time control" material is just one of many, many ways in which the home office makes the job easier and more remunerative for its agents. It's one more reason why U. C. is known as an "agents' organization".

**THE UNION CENTRAL
LIFE INSURANCE COMPANY**
CINCINNATI, OHIO

Directing the Way Toward Financial Security Since the Turn of the Century

ATLANTIC LIFE INSURANCE COMPANY

Organized
1899



Richmond,
Virginia



Atlantic's salary and incentive commission plan of Agent's compensation affords a safe port for those embarking upon a career in life insurance.

Inquiries are invited from those interested. Agency and Managerial opportunities available in Virginia, North Carolina, South Carolina, Maryland, District of Columbia, West Virginia, Tennessee and Texas.

EDITORIAL COMMENT

Distractions to War Effort

Apologists for the government in its seizure of Montgomery Ward & Co. condemn Mr. Avery for pursuing what they allege is an obstinate course during war time and thus raising issues that are distracting to the war effort. It is not our province to editorialize on the

Ward case but we are impelled to remark that the insurance industry very properly has condemned the attorney general in gratuitously creating the anti-trust issue so far as insurance is concerned during the war as organizing a major distraction to the war effort.

Curbing Nuisance Suits

The action of the New York legislature in passing and of Governor Dewey in signing legislation to curb the filing of nuisance or strike suits against corporations is receiving much favorable comment throughout the country and bills to effectuate a similar purpose are likely to receive strong backing in other states.

The New York legislation consisted of two bills. One requires that a stockholder to institute or maintain an action must have been a stockholder at the time that the acts of which he complains took place. The other provides that no stockholder or stockholders may bring or maintain an action unless they own at least 5% of any class of stock or own stock having a market value in excess of \$50,000 without putting up security, if demanded by the defendant corporation, for reasonable expenses, including attorneys' fees, that may be incurred in the defense of the action.

Henry H. Heimann, executive manager of the National Association of Credit Men, applauded this legislation heartily in a message to the members the other day saying that there have appeared in recent years a number of lawyers who closely follow the corporate acts of large companies and who seek personal benefit from suits based upon alleged technical faults in corporate procedures.

"These men have assumed a 'holier than thou' attitude for the protection of the common stockholder whom they depict as the real forgotten man," Mr. Heimann observed. "Whenever a company makes a change in its corporate structure or has an intricate financial rearrangement or does anything that might cause the uninformed shareholder to feel that a special advantage has been taken, a lawyer specializing in this type of litigation frequently appears and espouses the role of a savior. Many corporations have had these nuisance suits to contend with and unfortunately, too frequently, have paid a nuisance compensation or tribute to get them out of the way. But this sort of tribute only sharpens the appetites of shysters. The lawyer repre-

senting stockholders who have a real cause of complaint . . . won't accept a nuisance fee; those who do not have a real cause are usually out for the appeaser payment."

Of course, the demagogic argument can be advanced in opposition to such legislation that this deprives the little fellow of his day in court but Governor Dewey, in signing the bills, disposed of that argument by the very sound observation that any stockholder that has a real grievance can easily get others to join him in an action. If he can't get such support then the company and the other stockholders should not be subjected to the cost of answering what in the most charitable view may be called an eccentric. The kind of stockholders who value their holdings as a meal ticket rather than a license to sue would be highly indignant if they could sit in the court room and see thousands of dollars of potential dividend money being spent for making photostats of records, more and more thousands for attorneys' fees, for court costs, etc.

The professional litigateur is able to find the greatest number of opportunities in periods of change. In the depression days especially in connection with real estate reorganizations, he was able to exploit changes growing out of financial misery. Today there are corporate changes that spring from good times. These changes, too, provide openings for the brethren.

Those who have had considerable experience with stockholders' suits say that they fall into three general classifications. In the first place, there is the lawyer with a stenographer who sniffs about and when he smells something he has the stenographer buy a share of stock. He concocts a story with sufficient plausibility so that it won't be summarily thrown out of court, starts an action and then waits for visitors. Too frequently the visitors were willing to drop several thousand dollars in the tin cup not because they were afraid of losing the suit but because of the expense and delay that would be caused by defending an action.

Then there is the type of action that

is brought by a stockholder with considerable and perhaps recently purchased stock who attempts to stimulate dissension among other stockholders and operates under the agency of a committee. Frequently in the past leaders in such a maneuver have been able to get up an organization with an imposing front and have wound up with the support of a considerable number of stockholders,

being swayed by the argumentum ad hominem.

Then, of course, there are the genuine fights between two substantial interests such as in the Bethlehem Steel proxy battle.

The New York law, we believe, erects proper hurdles for a complainant to cross before reaching the court room with his complaint.

PERSONAL SIDE OF THE BUSINESS

Former Head of N.A.L.U. Dies in St. Paul

Adolph O. Eliason, 71, a past president of the National Association of Life Underwriters and for many years Minnesota general agent of Minnesota Mutual Life, died in St. Paul. He had been in poor health for several years.

After some banking experience, he joined Minnesota Mutual in 1908 as an agent and in January, 1909, was appointed general agent for Minnesota with headquarters in St. Paul. He held that position for 27 years until ill health compelled his retirement in 1935. His agency consistently led the company year after year in production, and when he retired in 1935 it had more than \$50,000,000 in force.

Mr. Eliason was National association president in 1923-24, after serving as a trustee and vice-president. He held bachelor degrees from the University of Minnesota and Harvard and also earned his master's degree at Harvard and his Ph.D. at Minnesota.

of H. R. Kendall, chairman of Washington National, a brother of Curtis P. Kendall, executive vice-president of that company, and a nephew of President G. R. Kendall.

Mr. Kendall was born at Louisville and attended Culver Military Academy and the University of Illinois. He entered the insurance business in 1918 with the Kentucky Actuarial Bureau and later was connected with Globe Indemnity for two years at the New York home office. Then he became associated with Prudential at Louisville and went with the old Fidelity Life & Accident as an agent when it was organized. He later became special representative. That company was merged in 1926 into the organization that is now Washington National and Mr. Kendall remained with the new institution. He became vice-president in 1932 but relinquished that office later because of ill health. After a period of rest in which he apparently regained his health, he reentered the business as Dallas manager.

Louis A. Boli, Jr., 72, vice-president of National Savings Life and formerly vice-president of Inter-Southern Life, died at his home in Dallas April 25. Born in Hamilton, O., he moved to Dallas in 1906 when he became state agent of Citizens Life.

Harry A. Bayer, superintendent of claims in the disability claim division of Metropolitan Life, died suddenly on Sunday, at his home in Garden City, L. I.

He joined Metropolitan in the claim division in 1910. Except for a brief period, he spent his entire service in

Orris M. Johnson celebrated his 15th anniversary with Prudential at Mankato, Minn., when 50 company associates and friends honored him at a dinner. He was presented a scroll and an Old Guard pin. It was announced at the dinner that he had led the entire state in the ordinary department in paid business for the first quarter and was ninth in the entire country in new paid for business.

Dumont Beerbower, former district manager of Reliance Life, Pittsburgh, is in Washington handling matters pertaining to labor relations information in connection with the Maritime Commission and War Shipping Administration.

Jess G. Read, Oklahoma commissioner, is visiting his former home in Scottsville, Ky., prior to attending the meeting of the executive committee of the National Association of Insurance Commissioners in St. Louis May 10-12.

John G. Martin, for 30 years cashier of the White & Odell home office agency of Northwestern National Life in Minneapolis, has given up that work to become secretary of the Scottish Rite in Minneapolis. On his final day at the agency he was given a farewell party and presented a gift by his associates. He also was guest of honor at a party given by President O. J. Arnold. Ann L. Anderson, for several years assistant to Mr. Martin, has been appointed cashier of the agency.

E. G. Bewley, Oklahoma supervisor of agencies of New York Life, who underwent a major operation at an Oklahoma City hospital, is reported recovering satisfactorily.

A book of narratives and poems by former students of Vanderbilt University, under the title of "Vanderbilt Miscellany," to be released soon by Vanderbilt Press, includes an article by Cecil Woods, now president of Volunteer State Life.

Hervey Clement, assistant manager of Metropolitan Life in Manchester, N. H., was honored by his associates on completing 20 years with the company.

Stuart F. Smith, manager of Connecticut General Life in Philadelphia and eastern Pennsylvania, was guest of honor at a dinner marking his 10th anniversary in that post.

F. E. Huston, secretary and actuary of the American Life Convention, Chicago, has been ill at his home with influenza for a week.

DEATHS

H. Brookes Kendall, 44, district manager at Dallas for Washington National, died Monday of a heart attack in his home at Dallas. He was a son



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NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. E. Mitchell, Eastern Editor; George E. Wohlgenuth, Assistant Editor; Dorothy B. Paul, Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

SAN FRANCISCO 4, CAL.—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

that division. He was made supervisor of the disability claim division in 1927. From 1932 until 1934 he served as an assistant to the personnel officer, returning to the disability claim division on the latter date as superintendent of claims, having under his charge the total and permanent disability section, group A.&H. claim section, and the Metropolitan group claim section.

Mr. Bayer was chairman of the fellowship committee of the home office veterans for the past two years and made talks at chapter luncheons and veterans meetings held the week preceding his death.

He was prominent in the International Claim Association, having served as chairman of many committees, and was scheduled to speak at the June meeting of the Eastern Life Claims Conference.

COMPANIES

A. M. Quaintance, Denver, Buys Topeka Company

National Industrial of Topeka, Kan., an old life company, has been purchased by A. M. Quaintance of Denver and associates. The company was organized in 1907 and chartered to write both life and health and accident business. Directors have served on the mess.

A new board of directors was installed to manage the affairs of the company. Mr. Quaintance was elected president; Hart Workman, vice-president; E. H. Whitman, secretary and treasurer; Dr. Ralph Funk, medical director, and C. M. Davis, director. The home office has been moved to 931 Kansas avenue, Topeka. New policy forms are being prepared and very soon the company will launch an active sales campaign.

Mr. Quaintance is an experienced insurance man, widely known throughout the west. He organized United American Life in 1938. Last year he disposed of his interest in that company to devote his entire time to Fidelity Protective Mutual of Denver, writing accident and health. He organized that company in 1935 and has been its president since.

S. D. Company in 25th Year

Policyholders National Life of Sioux Falls, S. D., is this year marking its 25th anniversary and a goal for the year of \$35 million insurance in force has been established. As at Dec. 31, 1943, the insurance exceeded \$31 million.

Sound—Progressive

CONSERVATIVE Management, Financial Strength and unusual promptness in meeting obligations have won for this Company a commanding position among Financial and Insurance Institutions and in the lives of its thousands of policyholders. Agency relations are most agreeable, helpful and lucrative.

SCRANTON LIFE INSURANCE CO.

SCRANTON, PA.

R. MERRIMAN, PRESIDENT

S. H. Witmer is president. For the past two years Policyholders National has been closely linked to National Reserve Life of Topeka.

Ohio State Life Sets Records in First Quarter

Production and gain in insurance in force of Ohio State Life the first quarter of 1944 topped all records of recent years. New business was 28% greater than for the three months of 1943, and higher than in any corresponding period since the depression.

Insurance in force March 31 was \$126,880,042, and assets increased to \$29,686,745. Surplus to policyholders is \$2,985,992.

The home office agency leads in volume of insurance written thus far. Leading producer is J. C. McFarland, Cincinnati general agent, followed by W. H. Hecht, general agent at Celina, O.

United Services Moves

WASHINGTON — United Services Life purchased a large private residence at 2617 Connecticut avenue, N. W., and has converted it into home office quarters. The company specialized in insuring commissioned personnel of the armed services, but is not writing insurance since Pearl Harbor.

Jefferson National Anniversary

Jefferson National Life of Indianapolis will celebrate its 5th anniversary May 18 and hopes to have \$20,000,000 of insurance in force on that date. A fifth anniversary celebration and production campaign is in progress.

New Houston Life Company

Fogle-West Life has been formed at Houston, Tex., by the Fogle-West Company. It is writing hospitalization on both individuals and family groups. O. L. Jennings and W. A. Magee are vice-presidents. The parent company has been in business 25 years and is located at 911 Hamilton avenue.

Prudential has purchased \$15,000,000 of Canadian sixth victory loan bonds.

COMPANY MEN

Wade President of Standard, Ind.

J. Raymond Schultz, educator and lecturer of North Manchester, Ind., has been elected chairman of Standard Life



HARRY V. WADE

of Indianapolis and he is succeeded in the presidency by Harry V. Wade,

formerly vice-president and general manager.

Mr. Wade became general manager in 1941. Until that time he had been vice-president of American United Life. He attended Wabash College and is a graduate of Cornell University. He is a former president of the Association of Indiana Legal Reserve Life Insurance Companies, chairman investment section of American Life Convention, treasurer Life Advertisers Association. He is a member of the executive committees of the board of Hanover College, Civic Theater of Indianapolis and Flanner House, Negro settlement house. He is vice-chairman of the Indianapolis USO and is an officer of the Tabernacle Presbyterian Church.

Stewart Named Vice-president

Robert B. Stewart, controller of Purdue University, was elected vice-president but will continue his active work at Purdue. He is a former president of the Indiana Association of Colleges & Universities and is a former president of the Association of College & University Business Officers. He has been controller of Purdue since 1925. He is chairman of the joint army and navy board

for college selection in the training of personnel for the armed forces.

Mr. Wade reported that during the last three years Standard has approximately doubled in size, assets, surplus and premium income. Insurance in force exceeds \$28 million; its assets are \$1,800,000 and its capital and surplus \$590,000. New business for the first quarter was 30% ahead.

Columbian National Makes Changes in Staff

J. D. Anthony, W. R. Beardslee and A. J. Calef have been appointed second vice-presidents of Columbian National Life. Carl C. Mullen, vice-president, was elected secretary to fill the position recently vacated by Col. J. K. Howard for the period while he is in war service. Colonel Howard continues as vice-president.

Mr. Anthony has been assistant treasurer since 1933 and has administrative supervision of the bond portfolio under the comptroller, President Sears. He also is secretary.

Mr. Beardslee has been superintendent of agencies since 1938 and in direct



INCOME DISABILITY

Do your prospects still ask for Income Disability with Life Insurance?

Ours do. And we still write it!

Occidental Income Disability protects men to age 55, and women to age 50. Provides monthly disability income of \$10 per \$1000 to age 60, \$5 per month thereafter.

Issued on Term plans, too.

Occidental Life

INSURANCE COMPANY OF CALIFORNIA

HOME OFFICE • LOS ANGELES

V. H. Jenkins, Vice-President

"We pay lifetime renewals — they last as long as you do"

charge of the agency department since Vice-president A. A. McFall has been in the navy.

Mr. Calef is auditor and office manager and is one of the oldest employees in point of service, having served for nearly 40 years.

Mr. Mullen has been vice-president and assistant secretary for some years. He is in charge of real estate and mortgages, and of part of the general administrative work.

Francis Southland Director

C. I. Francis has been elected a director of Southland Life. He is connected with the law firm of Vinson, Elkins, Weems & Francis, Houston.

John J. McKeon, a partner in the brokerage firm of Charles W. Scranton & Co. of New Haven, has been elected a director of the Aetna Life companies.

Changes in Fla. Department

C. J. McCann has been named deputy commissioner in Florida, succeeding Robert W. Davis, now in the navy. Hugh Christie becomes deputy in charge of agency qualification.

AGENCY MANAGEMENT

Round Table Is Planned for Hot Springs, Va.

NEW YORK — Production, compensation, selection, supervision and other agency problems are on the agenda of a round table conference of eastern general agents and managers May 8-10 at the Homestead, Hot Springs, Va. W. J. Dunsmore, agency manager Equitable Society, New York, is arrangements chairman. Four sessions are planned with chairmen and discussion leaders.

Programs for Other Sessions

First session—Subject, trends that affect ordinary production and how they will influence future agency operations: Increasing demand for pension trusts and group insurance, brokerage business, experimental underwriting. Harry Gardiner, John Hancock, chairman; M. J. Lauer, Continental American; J. Stanley Dey, Manufacturers Life, New-

ark; James MacGrath, United States Life; L. A. Cerf, State Mutual.

Second session—Trends: Gradual switch of agents from independent contractors to salaried employees; will compensation be materially increased in order to contract better men and substantially to increase distribution of life insurance; increasing power and influence on home office practices by agents' organizations. W. M. Duff, Equitable Society, Pittsburgh, chairman; Walter Gallagher, Manufacturers Life, Philadelphia; Jules Anzel, Continental American; C. H. Poindexter, Northwestern Mutual, St. Louis; J. G. Ranni, Manhattan Life.

Third session—Estate planning and business insurance. A. V. Youngman, Mutual Benefit, chairman; J. Bruce MacWhinney, John Hancock, Newark; Isadore Freid, New England Mutual; H. F. Underwood, Canada Life.

Fourth session—Selection, supervision, maintenance of morale and financing of new and old agents. C. L. McMillen, Northwestern Mutual, chairman; Julius Eisendrath, Guardian Life; A. C. F. Finkbiner, Northwestern Mutual, Philadelphia; C. R. Eckert, Northwestern Mutual, Detroit; D. C. Keane, Massachusetts Mutual.

Participants are from New York City unless otherwise identified.

Daily Agency Meetings Better Than Weekly: Bell

Daily agency meetings, of 15 minutes duration, are regarded by Hugh S. Bell, Seattle manager of Equitable Life of Iowa, as of much more value than weekly meetings for longer periods of time; he told the San Francisco General Agents & Managers Association. Mr. Bell holds meetings each morning from 8:30 to 8:45. They take up con-

ditions reported and questions asked, together with new material received from sales services such as the Diamond Life Bulletins.

Mr. Bell considers the system of daily work reports, carried throughout the year so that progress is easily indicated, a big factor in the success of his agency. He said the general agent or manager should be the "business manager" for each man or woman in the agency, responsible for various details, morale, encouragement, advice on personal matters, etc. He advises managers not to give a man bad news in the morning regarding business or even personal matters, before the agent leaves the office for his work in the field. He saves such "bad news" as declinations, etc., until evening. The "impact" then is not so serious and the recipient has the night to think about it and "sleep on it," he said.

The association's annual "Play Day" will be held at Beresford Country Club, south of San Francisco, June 16.

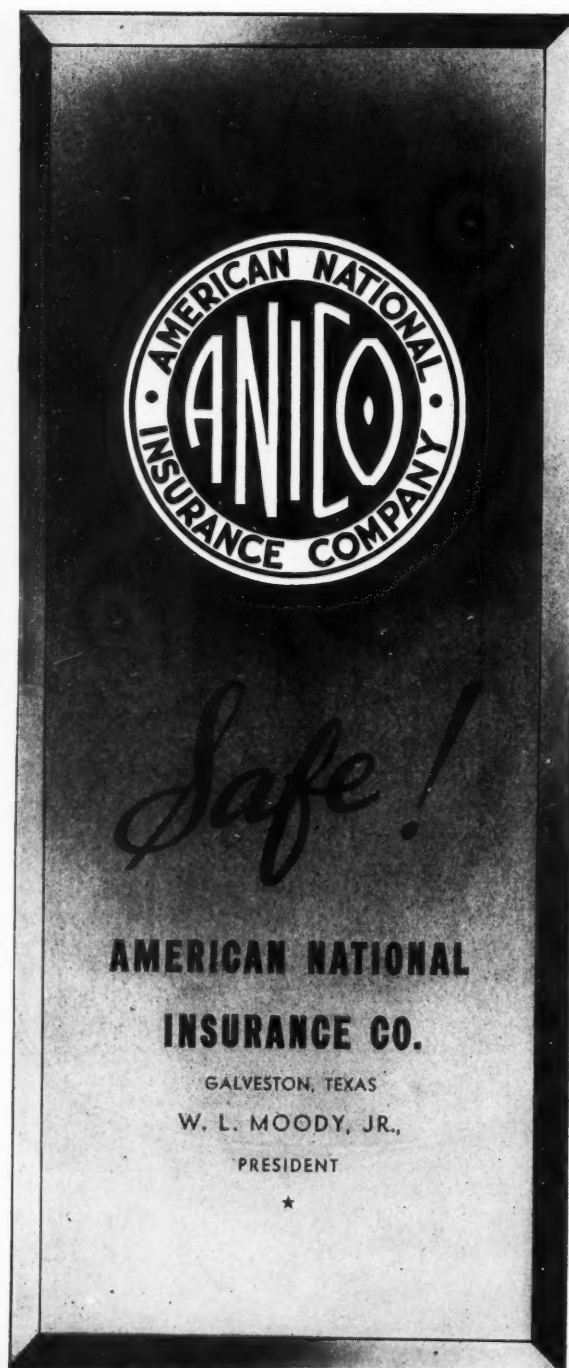
Social Security Man Talks

SAN ANTONIO, TEX.—Men in the armed forces formerly under the social security act will remain on a current basis for three years, F. J. McCarthy, manager of the local social security office, told the San Antonio Life Agency Cashiers Association. Many beneficiaries entitled to lump sum payments under the act are unaware of it, he said.

Pension Trust Schools on Coast

John Hopkins, head of the pension trust division at the home office of Connecticut General Life, is on the Pacific coast conducting pension trust schools for the San Francisco and Los Angeles agencies.

E. B. Griffith, 68, retired assistant secretary of Colonial Life, died at his home in East Orange, N. J.



Safe!

AMERICAN NATIONAL INSURANCE CO.
GALVESTON, TEXAS
W. L. MOODY, JR.,
PRESIDENT

PERCENTAGES ARE IMPORTANT

— As of December 31, 1943 —

Ratio Assets to Liabilities	127%
" Income to Disbursements	233%
" Investment Income to Ledger Assets	3.9%
" Government Bonds to Ledger Assets	30%

GROWTH — 1943

Increase insurance written	20%
" insurance in force	14%
" admitted assets	20%
" surplus and contingent reserves	51%

The welfare and prosperity of our agents are very important to us. They are our assurance of future growth.

A good line of policies backed by a sound company represented by a field force with liberal contracts is the right combination.

PACIFIC NATIONAL LIFE ASSURANCE COMPANY

Pacific National Life Building

Salt Lake City 9, Utah

LIFE AGENCY CHANGES

Equitable Names New Managers in St. Louis, Chicago

At a luncheon in St. Louis attended by about 75 Missouri representatives of



M. A. Nelson



A. W. Green

the Equitable Society, W. J. Graham vice-president in charge of agencies, announced the voluntary resignation of Marion A. Nelson as St. Louis manager and the appointment of Arthur W. Green to succeed him. Mr. Green has been closely associated with Mr. Nelson since 1916 and for many years was assistant manager.

Mr. Nelson has been with Equitable 35 years, starting as an agent in Little Rock. In 1912 he was transferred to St. Louis and was appointed agency manager the following year. He will continue his affiliation with Equitable under its retirement system and his two sons, now in war service, will be again active in the agency on their return to civilian life. Mr. Nelson was felicitated on his long and honorable career with Equitable and there were many expressions of regret by members of the St. Louis agency on his retirement.

A. B. Dalager, second vice-president in charge of field organization formally installed Mr. Green as manager. Mr. Green went with Equitable as a clerk in the St. Louis agency a little more than 28 years ago. In 1921 he was appointed a district manager, assisting in selection and training of agents in and around St. Louis, and was assigned special duties in connection with new business production throughout Missouri. He has an intimate knowledge of the operations of the office and a broad experience in life insurance.

Ralph W. Worsey has been appointed an agency manager in Chicago by Equitable. He has resided in Chicago practically all his life. Immediately after graduating from Northwestern University in 1920 he became associated with New York Life and subsequently was appointed an agency manager for that company. Mr. Worsey will make his headquarters in the Equitable building and will develop an agency.



R. W. Worsey

B. H. Mills Returns to Midland

Midland Mutual Life has appointed Byron H. Mills as Cincinnati general agent with offices at 606 Fountain Square building. He was general agent of Midland Mutual from 1935 to 1939.

He was succeeded by Smith & Lukie, who are now engaged in war work. Mr. Mills is a substantial personal producer and was formerly sales manager for building firms in Cincinnati.

Metropolitan Names New Managers in Illinois

Cecil A. Evans, formerly manager of a district office of Metropolitan Life in Chicago, has been named manager at Waukegan, Ill. A former banker, Mr. Evans joined Metropolitan in 1932. He was promoted to assistant manager and then agency sales instructor and field training supervisor.

Edson H. Chapman, formerly field training instructor, has been appointed manager at Elgin and the branch office at DeKalb, Ill. Mr. Chapman succeeds Raymond B. Storck, who becomes manager of one of the Chicago offices.

Mr. Chapman went direct from college to Metropolitan in 1927. His father, F. B. Chapman, and an uncle, A. R. Decker, are associated with the company. Mr. Chapman served as agent, assistant manager, field training instructor, and salary allotment supervisor.

Forjohn Allentown Manager

Henry B. Forjohn has been appointed manager of John Hancock Mutual Life at Allentown, Pa. He was formerly in Germantown, Pa.

Warneke Now General Agent

O. J. Warneke, who has been district agent of Alliance Life associated with the Cedar Rapids, Ia., agency, due to expanded business in that territory has been made general agent at Sumner, Ia., for the northeastern Iowa territory.

Gibbs Montgomery General Agent

Franklin Life has opened an office in Montgomery, Ala., with John E. Gibbs as general agent. Mr. Gibbs has been

active in business in Montgomery for 30 years.

Associated with him in the Montgomery office will be W. W. Chamberlin, Jr., southeastern manager. The company has been operating in Alabama since 1906.

Grace Thomasson has been appointed assistant cashier of the Cincinnati office of Travelers. She has been with the branch 18 years.

SALES MEETS

Regional Conference at Peoria

The Illinois Agricultural insurance group held a district sales conference in Peoria. D. C. Mieher of Country Life, Chicago, was in charge, aided by A. E. Richardson, Illinois Agricultural Mutual, and J. H. Kelker, Farmers Mutual, both of Chicago. Approximately 125 delegates were present from 25 counties.

B.M.A. Rally in Wichita

The spring meeting of Kansas and northern Oklahoma representatives of Business Men's Assurance under the direction of Manager Bert A. Hedges was held in Wichita. In attendance were President W. T. Grant, L. L. Graham, vice-president in charge of claims, and J. W. Sayler, assistant vice-president. Special recognition was given Leo G. Miller, Eureka, company leader in life sales, and Tony Barricklow, leading Kansas producer.

North American Ill. Group Meets

Bonnie Weaver of Peoria was elected president of the Illinois Booster Club of North American Life at the sales conference in Peoria. Ben Hoffman is vice-president and Robert Dietz, secretary-treasurer, both of Peoria.

Trophies won in the August executive vice-president's drive, the October president's drive and the December vice-

president's drive were presented at a banquet meeting. Luncheon speaker was A. C. Palmer, R. & R. Service. John W. Hoffman, Peoria manager, was in charge of arrangements.

NEW YORK

PINK'S BOOK OUT MAY 10

"Freedom from Fear" is the title of a book by Louis H. Pink that is being released by Harper & Bros., May 10. Mr. Pink is president of the Associated Hospital Service of New York and is a former New York insurance superintendent.

NAVY MEN N. Y. SPEAKERS

Commanders E. B. Harp, Jr., and A. C. Jacobs will be the speakers at the New York City Life Underwriters Association dinner meeting May 11.

Mrs. Lillian L. Joseph, Home Life, was reelected president of the League of Life Insurance Women of New York at its annual meeting. Mrs. Eleanor Barnes, psychologist, spoke.

The Brooklyn agency of Mutual Life has moved from 16 Court street to new quarters at 32 Court. William H. Kee is manager.

C. A. Tobin Coast Manager

C. Alan Tobin has been advanced to Pacific Coast sales manager of the Hooper-Holmes Bureau effective May 1.

Gus Foy, formerly at Omaha, has been transferred to Denver as manager of Hooper-Holmes and the American Service Bureau. He succeeds Ray M. Thoren, who goes to Los Angeles as manager Hooper-Holmes.

Alexander E. Patterson, executive vice-president Mutual Life, and J. Roger Hull, agency vice-president, were in Chicago this week holding conferences with the agencies in that city.



LIVE FOR
TODAY
INSURE FOR
TOMORROW

OVER A THOUSAND WEEKS!!

S. L. YOCHUM, Hamilton, Ohio, has written from one to ten Midland Mutual applications in each of the past 1,011 weeks—nearly 20 years!

Not only does he enjoy **VESTED RENEWALS** worth many thousands of dollars but in a few years he will start drawing a **monthly life pension**. Then he can take life easy, if he chooses, or perhaps write an occasional application to break the monotony.

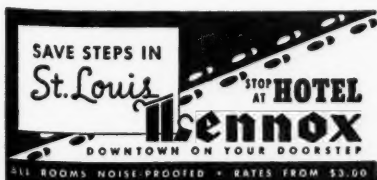
Mr. Yochum was not promised a pension. The Midland Mutual Pension Plan became effective January 1, 1944 and full credit for past performance is accorded every full time representative.

We solicit your inquiry



The Midland Mutual Life Insurance Co.

580 E. BROAD STREET COLUMBUS, OHIO



CHICAGO

DRIVE NETS \$734,000 TOTAL

Business totaling \$734,193 in 251 applications was secured in April in a "Spring Invasion" drive by the Chicago branch office of Continental Assurance. There were 81 brokers participating. F. A. Miles, associate manager of the life department was generalissimo in charge of arrangements. The March paid for business exceeded \$300,000, indicating little if any was held back for the April campaign. Leaders in the sales effort were treated to a cocktail hour Thursday, followed by dinner and an evening at the circus.

COVELL BEFORE SUPERVISORS

George D. Covell, the new manager of Connecticut General Life in Chicago, will address the Life Agency Supervisors Club May 11 on "The Supervisor's Job."

PARKINSON LUNCHEON MONDAY

The annual breakfast and luncheon in Chicago in culmination of the great "Par for Parkinson" April campaign of Equitable Society is being held Monday. President T. I. Parkinson and Vice-

president W. J. Graham are scheduled to appear. There is a breakfast with President Parkinson that is limited to honor delegates, they consisting of the leading agent from each agency in the central division of Equitable, the three leading agency managers and the eight leading unit managers.

Then there is the luncheon attended by the honor delegates, most of the agency managers from the central department and "par" agents in Chicago, they being those that wrote at least five applications for \$10,000 during April.

LAWYERS HEAR PARKINSON

Nellis P. Parkinson, newly named acting insurance director of Illinois, was guest of honor and speaker at a luncheon meeting of the insurance committee of the Chicago Bar Association. He said that he intends not to exceed the authority which the legislature has given to his office and he said he hopes to be able to get along with the least possible exercise of authority.

Sam Levin, chairman of the committee, presided. The bar group has a committee to take a hand in the entertainment of the commissioners attending the annual meeting at the Edgewater Beach Hotel, Chicago, June 14-17, consisting of Ferre Watkins, head of the Illinois insurance liquidation bu-

reau, chairman; Paul E. Keller, Benefit Association of Railway Employees; David Kadyk, Lord, Bissell & Kadyk; Ray Wetterlund, Washington National, and I. V. Brunstrom, American Life Convention. James Reeder, Illinois department actuary, and Arthur G. Smith, head of the Chicago office of the insurance department, were guests.

WARTELL RETURNS TO FRANKLIN

Gerald L. Wartell, who for the past year has served as agency manager for the specialized annuity department of Globe Life in Chicago, has returned to the F. J. Budinger agency of Franklin Life in Chicago as district manager. This particular department of Globe Life is being discontinued. Mr. Wartell was at one time connected with Fidelity Investment Association and he has given counsel to many Fidelity contract holders during the trusteeship period.

POLICIES

Monarch Provides Basic Income Arrangement

The new policy rider, called basic income provision, may be attached to any Monarch Life policy except 5 or 10-year term, providing premiums are payable through the 55th birthday of beneficiary. The basic income and family income provisions may not be attached to the same contract.

The rider provides: (1) That a designated amount, which must be at least \$500 of the proceeds of the policy shall be paid in one sum on death, and that the balance of the proceeds shall be paid in 112 monthly payments under optional income 1 of the policy. However, if by reason of indebtedness or other causes, the proceeds of the policy are less than the lump sum payment, the whole amount will be paid in one sum; 112 months is the period for which \$1,000 will provide an income of \$10 per month.

(2) That a monthly income of \$10 per \$1,000 face amount of insurance (excluding the lump sum payment) shall commence one month after the due date of the 112th payment provided for above and shall continue, to the 65th birthday of the beneficiary or her prior death. The minimum income for which this provision will be issued is \$20 a month. Since the policy must provide at least \$500 in cash, the minimum policy issued with the basic income provision is \$2,500. The maximum monthly income issued under this provision is \$200.

Since the additional income does not

commence until after the regular insurance has been paid out over the 112 month period and since it ceases on beneficiary's 65th birthday, the provision terminates when beneficiary reaches the age of 55 years and eight months, 112 months before the 65th birthday. At that time the premium for this provision also terminates. The principal purpose of this provision is to provide an income to the insured's widow until her social security benefits commence or resume at age 65.

The premium rate depends on age of both the insured and the beneficiary. The table below illustrates the premium rates, including waiver of premium disability benefit, at ages 25, 30, 35, 40, 45 and 50 of insured:

Age of Beneficiary	Age of Insured					
	25	30	35	40	45	50
Older:						
5 years....	\$5.01	\$4.94	\$4.92	\$4.76	\$4.17	...
4 years....	5.28	5.27	5.30	5.20	4.68	...
3 years....	5.56	5.60	5.70	5.67	5.23	...
2 years....	5.86	5.95	6.12	6.12	5.82	...
1 year....	6.18	6.32	6.56	6.69	6.46	...
Same age....	6.52	6.72	7.03	7.25	1.12	6.24
Younger:						
1 year....	6.87	7.14	7.52	7.85	7.83	7.06
2 years....	7.24	7.58	8.04	8.48	8.58	7.94
3 years....	7.63	8.04	8.59	9.14	9.37	8.87
4 years....	8.05	8.53	9.17	9.84	10.20	9.85
5 years....	8.49	9.05	9.79	10.57	11.08	10.89
6 years....	8.95	9.59	10.44	11.34	12.01	12.00
7 years....	9.44	10.15	11.12	12.16	12.99	13.18
8 years....	...	10.75	11.84	13.03	14.02	14.43
9 years....	...	11.40	12.59	13.94	15.11	15.76
10 years....	...	12.05	13.38	14.88	16.29	17.18

National Equity Increases Its Non-Par Rates

A rate increase operative since April 1 affects practically all non-participating policies of National Equity Life of Arkansas, except term. No change was made in non-forfeiture values. Illustrative new premium rates are:

Age	Pref. Risk		Ord. 20 P.		End. Ann.	
	Life	Life	Age 85	Age 85	Age 65	Age 65
15	\$12.58	\$21.08	\$13.95	\$22.54	\$15.88	\$17.36
20	14.14	22.87	15.63	24.50	18.19	20.11
25	15.89	24.87	17.36	26.58	20.93	23.42
30	18.04	27.28	19.40	28.92	24.46	27.74
35	20.97	30.24	22.40	31.97	29.02	34.02
40	25.18	34.02	26.79	36.10	37.18	43.96
45	31.20	39.38	33.24	41.73	48.76	58.48
50	38.86	45.94	41.28	48.59	67.84	81.80
55	49.26	54.75	52.49	57.78	105.16	128.24
60	63.36	66.62	64.67	70.67

Discontinues Two Policies

North Carolina Mutual discontinued issuance of combination ordinary life and combination 20 payment life in \$1,000 and \$500 units. These policies were a combination of insurance protection and pure endowment with a change in rate at the end of the pure endowment period.

Early in the year this company in-

The Sergeant Had the Wrong Approach and Lost the Sale; Don't Make the Same Mistake

A Sergeant on recruiting duty approached a good looking young woman on a street corner, tipped his hat the correct angle, and began: "Pardon me, Miss . . ." He got no further. She gave him a resounding slap in the face. The sergeant beat a hasty retreat, too abashed to tell the girl he was recruiting WACs, instead of collecting whacks.

Naturally, the sergeant had the improper approach. Don't you make the same mistake in your selling. Be sure you have the correct approach as contained in our ORGANIZED SELLING PLAN. Write us for details.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul 1, Minnesota

AGENCY OF JOHN O. TODD AND ASSOCIATES

110 SO. DEARBORN STREET, CHICAGO

Statement of Beliefs and Purposes

We believe:

- That there is no higher calling than that of being a *Career Life Underwriter*;
- That the *Career Life Underwriter* is a man of dignity and importance in the community;
- That in keeping with his position, his business office should be one to which he is proud to bring his clients;
- That happiness and success are contingent upon the harmony of his relationship with his Company, his agency, his associates and his clientele;
- That in the agency where these factors exist, the right of association becomes a valuable franchise.

Such are the purposes of this new Chicago agency for a grand old company, the Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin.

JOHN O. TODD and Associates

110 SO. DEARBORN STREET, CHICAGO 3, DEARBORN 2450

John S. Murphy, Production Manager

creased rates on some policies, such as 10, 15 and 20-year endowment and 15-payment life. At the same time additional juvenile policies were introduced.

American Mutual Dividends for 1944 Are Revised

A revision in the dividend scale effective May 1, by American Mutual of Iowa produces an increase in some instances but in the main a decrease. The new scale is illustrated below for three forms:

Age	Ordinary Life					Total 20 Yrs.
	Dividends	End of Year	10	15	20	
20....	\$2.58	\$3.20	\$6.68	\$7.31	\$7.50	\$88.49
25....	2.79	3.48	7.12	7.48	7.70	93.93
30....	3.07	3.87	7.29	7.68	8.05	99.25
35....	3.43	4.03	7.48	8.03	8.86	105.76
40....	3.49	4.15	7.82	8.87	9.92	115.51
45....	3.65	4.42	8.69	10.02	11.11	130.82
50....	3.93	5.21	9.90	11.35	12.64	152.16
55....	4.82	6.36	11.39	13.14	14.92	182.82

Age	20 Payment Life					Total 20 Yrs.
	Dividends	End of Year	10	15	20	
20....	2.53	3.30	7.19	8.32	9.19	101.29
25....	2.72	3.57	7.62	8.54	9.51	107.11
30....	2.98	3.91	7.79	8.78	9.95	112.59
35....	3.30	4.01	7.95	9.14	10.69	118.56
40....	3.35	4.14	8.27	9.90	11.60	127.33
45....	3.47	4.37	9.04	10.87	12.59	140.28
50....	3.74	5.12	10.12	12.07	13.80	159.10
55....	4.63	6.25	11.50	13.57	15.40	186.13

Age	20 Year Endowment					Total 20 Yrs.
	Dividends	End of Year	10	15	20	
20....	3.61	5.01	10.00	12.12	14.27	159.61
25....	3.71	5.12	10.13	12.07	14.31	160.80
30....	3.84	5.27	10.05	12.01	14.36	161.13
35....	4.05	5.20	9.95	12.00	14.47	161.12
40....	3.95	5.11	9.93	12.23	14.64	162.02
45....	3.93	5.13	10.30	12.61	14.91	166.67
50....	4.07	5.65	11.01	13.24	15.39	177.61
55....	4.84	6.57	12.04	14.29	16.14	199.67

Holohan Chief Ill. Deputy

Martin Holohan, who has been chief examiner of the Illinois department for the past three years, has been appointed chief deputy, succeeding Nellis P. Parkinson, who is now acting director of insurance. Prior to going with the insurance department Mr. Holohan was a partner in a newspaper advisory firm and before that was business manager of the Chicago "Evening American."

Observes Eight Years in Lead

The W. K. Niemann agency of Bankers Life of Iowa in Des Moines celebrated its eighth consecutive year of leadership in volume of business produced for Bankers Life.

M. E. Lewis, superintendent of agencies, presided at a luncheon which President Gerard S. Nollen and other company officers attended.

Mr. Lewis presented the agency gains plaque to Mr. Niemann and awards to individual members of the agency.

Honor Webster's 10th Anniversary

Stacey E. Webster, trustee of the National Association of Life Underwriters, celebrated his 10th anniversary as sole general agent of Provident Mutual in Pittsburgh May 1 at a banquet for members of the agency and their families. Mr. Webster reported in the first four months of 1944 an increase of 83% for the first four months, both in volume of business and individual sales. Average production of the individual agent doubled, he said.

Honor York at 20-Year Mark

A luncheon and smoker were given for Caleb L. York, Toledo manager, commemorating his 20th anniversary with Equitable Society. A 20-day campaign preceded the affair, during which 119 applications for \$512,326 were turned in. Sam Heath presented Mr. York an Equitable Veteran Legion 20-year pin, veteran legion certificate, and a fountain pen, the latter a gift from his Toledo associates.

E. E. Besser general agency, Lincoln National Life, Chicago—A 34% increase over quota in the first quarter this year and a 210% increase in paid business over 1943 was recorded, compared to the company average of 15% increase over

ACCIDENT

O. Auto Clubs to Set Up A. & H. Insurer

Directors of automobile clubs affiliated with the Ohio State Automobile Association recently received a prospectus on the formation of a proposed mutual accident and health insurance company. Later representatives from 28 of the 58 clubs met at Columbus to complete plans.

This proposal, if accepted by the representatives of 90% of the membership of the local clubs, would obligate the clubs to contribute \$1.10 per member to

create funds to establish the company.

The plan contemplates that all of the clubs now furnishing their members with travel accident insurance will secure their insurance from the new company. The name proposed is Automobile Club Mutual.

Rymph Is Wichita President

Levi B. Rymph, assistant general agent of Aetna Life, has been elected president of the Wichita Association of Accident & Health Underwriters, succeeding R. F. Coffman, Columbian National Life. C. M. Andrews, Massachusetts Bonding, is vice-president and Katherine Fleetwood, Business Men's Assurance, was renamed secretary.

W. T. Grant, president of Business Men's Assurance spoke on post-war insurance problems. Lester Morris, attorney, will speak next month on "Competition and Cooperation." Endorsement was given to inviting the National association to hold its 1945 winter meeting in Wichita.

No R. I. Hospital Legislation

The Rhode Island legislature adjourned without taking final action on a compulsory hospital insurance measure. The proposal had been earnestly under consideration as Governor McGrath had

Correction on Acacia in Force

The April 21 issue carried an item in the "Records" department showing insurance in force of Acacia Mutual Life as \$92,100,000. As of March 31, 1944, the company had in force \$529,000,000.

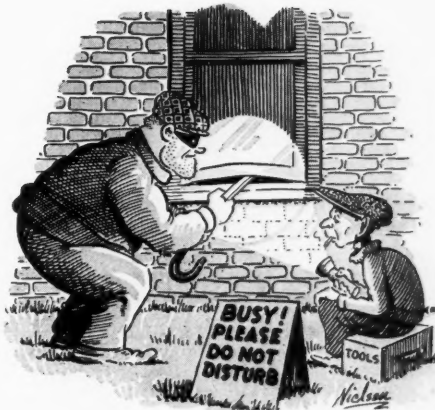
quota and 40% over the same period in 1943.

Arming for Peace

At Roanoke this month, sales promotion and agency men from many home offices will snatch a few hours away from piled-high desks, not for play, but for study. "Arming for Peace" will be the theme.

Because of their thinking and planning, many a Fieldman and General Agent will compete more ably in the turbulent post-war markets.

LIBERTY NATIONAL
LIFE INSURANCE COMPANY
BIRMINGHAM, ALABAMA
FRANK P. SAMFORD, PRESIDENT



What's Your Approach?

In these busy days of war, the problem of approach . . . of getting in . . . assumes greater than usual importance. So we suggest that our sharp-edged sales tools may be the answer to some of your situations. We think we can give you real help in placing your brokerage and surplus business . . . perhaps Juvenile insurance . . . or Mortgage insurance . . . Sub-standard insurance . . . or our Double Protection policies. Ninth oldest among American life insurance companies, ours is a record of 96 years of continuous and successful operation. So act now! Drop a line to Rolland E. Irish, president, for complete details.

UNION MUTUAL
LIFE INSURANCE COMPANY
Portland **MAINE** Home Office



made the provision of hospital care on a broad scale a part of his program.

Metropolitan Dividends Higher

Metropolitan Life's new dividend scale for personal accident and health policies represents an increase on most forms that have been in force seven years or more. The dividends range from 3% to 15% according to age and type of policy.

Frank W. Bland, Pacific Coast manager of THE NATIONAL UNDERWRITER, addressed the Denver Accident & Health Underwriters Association Monday on "Selling Accident and Health During War Time."

A resolution was adopted to request the 1945 national convention to go to Denver. C. H. Fowler, home office A. & H. manager of Pacific Mutual, was a guest.

FRATERNALS

Benz Says Responsibility of Insurance in War Is Great

APPLETON, WIS.—Life insurance has a far greater responsibility to the public and to the nation in time of war and must accept the responsibility, Alex O. Benz, president Aid Association for Lutherans, told the Exchange Club at a luncheon meeting.

"Life insurance must go into the homes of America and make clear to the American family its importance in the program of work, thrift, foresight and sacrifice, upon which program will greatly depend the ability successfully to carry the war burden," he said. In the postwar period, life insurance "again will be found to be on the first line of defense for truly democratic institutions."

Royal Neighbors Dividend

Royal Neighbors will pay approximately \$400,000 dividends to about 206,000 members during the year starting April 1, as a result of action by supreme managers at a meeting in Rock Island, Ill. The dividend scale of the previous year was continued. The 1943-44 dividend amounted to approximately \$375,000. The dividend will be paid on all adult certificates issued after Nov. 1, 1935, and on all juvenile certificates issued after April 1, 1940, which have been on a premium paying basis for two or more years and are in force on that basis on the due date of dividend.

Young W.O.W. Chief Auditor

Norman Young, assistant chief auditor of Woodmen of the World, Omaha, has been promoted to chief auditor following the death of W. G. Johnson, who held that post. Mr. Johnson was 63 and was a member of the head office accounting staff for 44 years. Mr. Young has been with W. O. W. since 1913.

Need New Outlook to Sell Farmers

DAVENPORT, I.A.—Many life agents need a new viewpoint in their efforts to sell insurance to farmers, Don Ross, merchandising manager "Successful Farming," told the wartime sales clinic of the Davenport Association of Life Underwriters. "Many farmers are capitalists, accustomed to developing and handling large sums of money, making expensive purchases of farm machinery, and handling on the whole considerably larger sums than most salaried city workers."

"The farmer is a good thinker," Mr. Ross pointed out. "He moves at a deliberate pace, and he can't be stampeded, but he can be appealed to on the basis of logic, which is all an insurance man should need. Selling farm people is simply a matter of giving them an opportunity to buy what you have to sell."

C. V. Shepherd, National Life, Vt., Cedar Rapids, Iowa association president; Robert E. Bagot, regional manager John Hancock Mutual Life, St. Louis, and Arthur F. Priebe, associate general agent Penn Mutual, Rockford, Ill., spoke.

Defines Programming

"We hear lots about programming, but it simply means the common sense arrangement of life insurance to do the most possible good for the least possible outlay," Mr. Priebe said.

Herbert A. Hedges, N.A.L.U. president, declared in the closing address that while most life underwriters believe in social security to the extent of a subsistence level, the Wagner-Murray-Dingell social security bills are the most far-reaching and dangerous proposals ever placed before the American people.

Four panels on prospecting, programming, problems of management and problems of office personnel were featured, the latter being led by Miss Marguerite Clark, Prudential, and Miss Luella Clark, conservation manager for Equitable of Iowa.

S. W. Sanford, Prudential, was general chairman.

Springfield, Mass.—B. N. Woodson, assistant manager Sales Research Bureau, addressed the luncheon meeting Monday.

Frank Krajicek has been promoted to assistant chief auditor. Adolph Carl, who has been with the society 24 years, becomes division head.

Blewett Named Secretary

E. C. Carlson has resigned as secretary-treasurer of the State Congresses Section of the National Fraternal Congress and W. K. Blewett of Maccabees has been appointed to fill the vacancy for the remainder of the term.

Time to Think About Post-War Problems

SAN ANTONIO, TEX.—Now is the time to start giving consideration to post-war management problems, Vincent B. Coffin, vice-president Connecticut Mutual Life, declared before the San Antonio Association of Life Underwriters. Plans should be discussed for recruiting new men, stabilizing agents' income, methods of rewarding agents for services rendered not now covered by any specific plan, the caring for orphan policies which are now more numerous than ever, and a definite plan for the security of veteran agents.

Some plan is needed for assuring the success of good men who come into life insurance so that they will not go into debt and leave the field two or three years later. Such situations are one of the reasons that the selling of life insurance does not rank with the institution of life insurance in the public mind.

Much to Be Done

Some companies have worked out plans for rewarding salesmen for doing the kind of job that is desired but many have not and much yet remains to be done along this line, Mr. Coffin said.

Cashiers and office workers have a vital part in the conservation of business, their treatment of policyholders having much to do with the attitude of the insured toward the company and his policy.

There are many thousand orphan policies and the answer on servicing these has not yet been found. Vesting renewals for life is on the way out, Mr. Coffin observed, indicating that the policy some companies have had in force for several years of forfeiting renewals of the man who leaves the business or the company may become the rule rather than the exception. This practice, the vesting of renewals for life in the agent, came not as the result of a deliberate plan but as a result of the competition for men. The changing of companies by the salesman presents a different problem from that of the agent leaving the business.

Life agents are on the borderline in regard to social security. Mr. Coffin expects them to be the next group brought under the provisions of the act. He has no objections to this.

Stresses Importance of Success

Mr. Coffin stressed the importance of the success of men who enter the business so that it may be recognized as a good profession. It is not a matter of more money for those who are getting the job done as the successful men are satisfied. The problem is to see that good men succeed so that life insurance selling may rank with other professions.

So that men may be built rather than volume, the general agent must live with his men and guide them to the path of the professional man who has prestige among those of all lines of business.

Success in life insurance calls for a professional service and the skill of a salesman. The life agent must prospect and solicit business in a way which the ethics of the lawyer or doctor forbid. But in his sales presentation and in rendering of service he must act as a professional man, employing skill developed through technical training.

Marshall O. Bell, Bexar county member of the Texas house, said he plans to present a bill when the Texas legislature convenes in 1945 to eliminate through a proposed constitutional amendment the burdensome taxation which results from the present community property law in Texas.

Joint Luncheon in Seattle

A double bill, featuring E. H. O'Connor, executive director Insurance Economics Society, and C. C. Washburn of San Francisco, Pacific Coast manager

of Preferred Accident, brought out more than 120 members of the Seattle Accident & Health Managers Club, King County Insurance Association and Seattle Life Underwriters Association for a joint luncheon.

Mr. Washburn, speaking on "Can the Wrong Thing Be Right?" said there is a vast difference between the viewpoint of the property insurance agent and the life and accident agent with regard to production of accident business and pointed out why it is a desirable field for the general writing agent.

Mr. O'Connor, in discussing proposals for the extension of the social security act, warned that the threat is serious not only with respect to personal lines of insurance but that other branches of the business also would suffer.

E. T. Proctor to Be Named President in Nashville

NASHVILLE, TENN.—E. T. Proctor, general agent of Northwestern Mutual Life, heads both the "red" and "blue" tickets as their candidate for



E. T. PROCTOR

president of the Nashville Association of Life Underwriters. Both also endorse Fred T. Ragan for reelection as secretary, which means their certain election at the annual meeting May 20. In spite of his long activity in the association, Mr. Proctor has never served as president.

Joe B. Long, Knoxville, general agent of Provident Mutual and president of the general agents association of that company, said that an agent must be personally attractive and possess per-

There'll Always Be A FUTURE!

The character of insurance selling may change as conditions change. Yet, until the future becomes an open book, insurance protection will always remain a basic human need. Lutheran Brotherhood offers the kind of policies and the kind of help that make selling easier under today's conditions. In Lutheran Brotherhood there'll always be a future—and a bright one—for the man who believes in insured security. Get details on the L-B plan now!

(Representatives must be Lutherans)

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LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

Harold L. Ekas, President
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Leading Fraternal
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APPLETON, WISCONSIN

sonal efficiency to sell life insurance. To agents who fail to meet these requirements, Mr. Long attributed this list of "diseases": "Acute prospectitis, panic of the pancreas, vocal vulgaris, purulent pestitis, event impressionism, organization breakdown, and posterior mineralosis."

"Organization breakdown" covers the agent who, in his desire to contact as many people as possible, joins every organization in town and is thereby loaded down with so many responsibilities that he doesn't have any time left to sell life insurance.

Value of Life Insurance As Property Is Stressed

LINCOLN, NEB. — Stressing the value of life insurance as investment property, Ralph E. Kiplinger, director of agencies Guarantee Mutual Life, urged members of the Lincoln Association of Life Underwriters to point out the unique advantages of life insurance in comparison with investment return on other property.

In the future more people are going to purchase property against the measuring rod—the capacity of that property to replace income in face of time or event. As low interest rates and high income taxes make the accumulation of tangible property a more acute problem, more emphasis will be placed on life insurance with its increase in cash fund for emergencies, completion of original investment program in case of permanent disability, immediate income in case of death, and finally, availability of entire investment plus interest for old age, Mr. Kiplinger said.

Harry S. Thorpe, Equitable Society, was introduced as new secretary-treasurer of the Lincoln association, replacing Earl C. Walton, who has gone to Omaha with Minnesota Mutual.

President D. A. Campbell, John Hancock Mutual Life, announced that Nate

Liebermann, National Life of Vermont, will be general chairman for the state meeting and sales congress in Lincoln in June.

Six Regional Conferences to Be Held in Wisconsin

MILWAUKEE — Six regional conferences throughout the state the week of May 8-12 will replace the previously announced state sales congress of the Wisconsin Association of Life Underwriters. The change was made because of a desire to comply with the request of ODT to reduce traveling and the additional strain on hotel accommodations. The congress was originally scheduled to have been held with the annual meeting of the association in Manitowoc June 9-10. A streamlined annual meeting is now planned for officers and other delegates from local associations at Madison June 14.

Stacy Webster, Provident Mutual, Pittsburgh, national trustee, and several state officers will address conferences at Manitowoc May 8, Wausau May 9, Eau Claire May 10, and Appleton May 12. W. H. Andrews, Jefferson-Standard, Greensboro, N. C., national vice-president, will head another group appearing in Milwaukee at noon and Racine the evening of May 12. Paul A. Schuette, Jr., Northwestern Mutual Life, Manitowoc, is state president.

St. Louis Congress Speakers

The sales congress sponsored by the St. Louis association May 26, in connection with the annual meeting of the Missouri Association of Life Underwriters, May 25-26, will feature these speakers: Edward R. Seese, regional manager Metropolitan Life, Chicago; John P. Costello, Southwestern Life, Dallas; Sis Hoffman, Union Central Life, Cincinnati; Hilbert C. Rust, R. & R. Service, and Herbert A. Hedges, N. A. L. U. president.

The program has been arranged by Adam Rosenthal, state program chairman. Lester S. Becker is chairman of the attendance committee.

Ohio Dinner Honors Hedges

COLUMBUS — The dinner of the Ohio Association of Life Underwriters in honor of H. A. Hedges, president of the National Association, will be held Friday evening, with Paul M. Smith, New England Mutual Life, president of the Ohio association, presiding.

President Hedges will attend the meeting of the state council of the Ohio association that day and will speak at the luncheon in connection with the

Broadbuss Preparing for Busy Year in Illinois

L. S. Broadbuss, the newly elected president of the Illinois Association of

Life Underwriters, is preparing to take hold July 1 and maintain a vigorous administration. A pre-election step was his proposal at the annual meeting in Chicago recently to form a quarter million dollar round table. This project was approved and is being developed by the directors. Mr. Broadbuss also hopes to have several more local associations formed and will take an active part in that work.



L. S. Broadbuss

sales congress of the Columbus association the following day.

Ralph W. Hoyer, John Hancock, Columbus, trustee and chairman of the local administration committee of the National association, also will speak. Presidents and other representatives of the local association throughout the state and other leading life men of Ohio will attend the dinner.

John H. Winters, Mutual Life, will preside at the sales congress. Speakers are Judd C. Benson, Union Central, Cincinnati; C. A. Corwin, New England Mutual, Springfield, and B. B. Fleming, Midland Mutual, Osborn, O.

Nashville Congress Program

NASHVILLE — The program for the sales congress of the Nashville Association of Life Underwriters June 2 has been announced. Herbert A. Hedges, N. A. L. U. president, will speak on "Write Your Own Ticket"; Richard G. Hicks, Prudential, Birmingham, "Conservation"; John D. Moynahan, Metropolitan Life, Berwyn, Ill., "Work Hab-

Asks Recodification in Ohio

COLUMBUS — Recodification of the Ohio insurance laws will be proposed by Superintendent Crabbe when he addresses the convention of the Ohio Bar Association here May 12. A committee of the bar association undertook a recodification in 1930 but the work was not completed. Superintendent Crabbe will recommend it as a post-war project.

its"; A. R. Jaqua, associate editor Diamond Life Bulletins, "What Are We Waiting For"; Commissioner McCormack, "The Life Underwriter's Responsibility to the Public," and Isaac S. Kibrick, New York Life, Brockton, Mass., "How I Sell Small and Medium Cases." Life & Casualty will be host at a luncheon with Sidney G. Keeble, general counsel, as toastmaster.

Parkinson to Speak in Chicago

T. I. Parkinson, president of Equitable Society, will address the Chicago Association of Life Underwriters at its annual luncheon meeting June 12. J. H. Brennan, executive committee chairman, is nominating committee chairman.

Salt Lake Program Completed

SALT LAKE CITY — At the sales congress of the Utah Life Underwriters Association here Saturday O. J. Lacy, president California-Western States Life; S. W. Sill, New York Life, Salt Lake, and H. J. Syphus, Beneficial Life, Salt Lake, will address the morning session.

Carl R. Marcusen, president Pacific National Life, is the luncheon speaker, while there will be heard in the afternoon Lee Cannon, vice-president Western Life, and Jack W. Lawrence, Prudential, Salt Lake. General chairman is D. Ford Crandall, Metropolitan Life.

The state association will hold an election and transact other business.

Altoona, Pa. — Commissioner Neel gave an address in which he extolled the free enterprise system and urged resistance to any move for federal control of insurance.

Dallas — Abram L. Geller, Houston, top producer for Pacific Mutual Life, was a luncheon speaker. He emphasized that incidents of war do not materially change family problems and that there is not a man who would fail to buy life insurance once he understands what life insurance is and does.

There are few agents successful today who were not successful before Pearl Harbor.

Lem C. Swinney, Pacific Mutual; A. W. Hogue, Business Men's Assurance; Paul Hilker, Southwestern Life; Ingram Lee, Union Central; and E. Gordon Perry, American National, were elected to the nominating committee to submit a slate at the annual meeting.

Santa Monica, Cal. — The southern California caravan of the Los Angeles association headed by O'Brien Sawyers, Aetna Life, presented a program of six speakers: John F. Curtis, Massachusetts Mutual, "Motivation That Works for Me"; Clarence Worth, "Target: Tomorrow"; DeLasse P. Beck, Aetna Life, "Prospecting—Key to 1944 Success"; Edward Choate, New England Mutual, "One Man's Philosophy,"

Build YOUR OWN AGENCY, OR BOOST YOUR INCOME . .

Here's How:

The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and salable policies—diversified policies—Life, Accident and Health.

Or, you can boost your present income. The Wisconsin National has the policies that will secure increased income for you through new business as well as renewals. Your commissions will be most liberal, supplemented by prompt claim service.

★ For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager.

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Today capable pilots, using the best "tools" possible, are needed on bombing missions to guarantee results—and our future security.

Today our "Pilots to Protection" are capable, and have the very best tools, to guarantee *Financial Security* and *Independence* for their prospects and clients.

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GREENSBORO, NORTH CAROLINA

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PENNSYLVANIA

FRANK M. SPEAKMAN
 CONSULTING ACTUARY
 Associate
 E. P. Higgins
 THE BOURSE PHILADELPHIA

and John R. Mage, Northwestern Mutual, president California association, who reviewed state association activities.

Chattanooga—John R. Humphries, Provident Life & Accident, has been elected president, succeeding Eugene O'Neill, Metropolitan, who is slated to enter military service soon. Mr. Humphries has served as program chairman and then as vice-president. C. Y. Coley, Volunteer State Life, was elected vice-president.

Cedar Rapids, Ia.—Herbert A. Hedges, N.A.L.U. president, declared that three groups of people want to bring about a change in the nation's insurance system. The first group wants the government to go into the insurance business. The second wants a tremendous expansion of the social security system, and the third would like to have total control of the insurance business by the state. Following a summary of the work and policies of the National association, he recounted a number of procedures he had found successful.

Delegations from Waterloo and Iowa City attended.

Ames, Ia.—D. D. Reynolds, Ames attorney, traced the growth of life insurance from 1583, when the first known life policy was written in England.

Jackson, Tenn.—Joseph L. McMillin, Memphis manager Mutual Life, addressed a dinner meeting on "The American Way to Financial Security."

"We are in the business of helping men and women win the fight for financial security," he said, "since we are their allies in the eternal warfare against ignorance of economic truths, planlessness, improvidence, gambling instincts, extravagances, procrastination and the perils of accidents, disease, old age and death."

IN U. S. WAR SERVICE

W. H. Powell, formerly Corpus Christi, Tex., manager of Security Life & Accident and home office supervisor, has been inducted into the army.

Russell Trammell, San Antonio, Tex., cashier of Lincoln National Life, has been inducted into the army.

Ralph D. Newman, general agent at Tallahassee, Fla., of Protective Life of Birmingham, has joined the merchant marine.

Roe Walker, Bloomington, Ill., district agent Northwestern Mutual Life, has been commissioned lieutenant (j.g.) in the navy and has reported to Princeton University for indoctrination.

RECORDS

Boston Mutual Life—Increase in the first quarter was \$2,931,974 against \$2,235,287 increase a year ago. Payments to policyholders and beneficiaries for the three months totaled \$496,976. In March the company bought \$390,000 U. S. bonds, bringing total of such holdings to \$13,878,788.

Seranton Life—Paid business for April was 39% greater than the same month last year. For the first four months the

SALES SLANTS

Telephone Saves Time in Reaching Expanding Market

PHILADELPHIA—The telephone is the answer to the agent's main problem of reaching the ever growing number of life insurance prospects in view of the curtailed transportation facilities, Vernon L. Phillips, supervisor Fidelity Mutual Life, told the Philadelphia Association of Life Underwriters. Mr. Phillips and Earl Prevette, Sun Life of Canada, covered all phases of effective telephone sales methods. The difficulty in making calls makes it more essential to have appointments in advance, Mr. Phillips pointed out.

"It is just as easy to get an appointment by telephone as it is for you to barge into the prospect's living room or office and expect him to take time to listen to you simply because it suited your convenience to call at that particular time. If he won't answer the phone for me, he won't answer the doorbell for you. If he won't give me an appointment, he won't let you in his home or office, and since I am expected when I call, I can expect an interview under favorable circumstances."

Don't Go Too Far

Mr. Phillips warned against trying to make the sale over the telephone. "This is when you are most likely to try to qualify the prospect to more than an interview. If you do, I suggest you give up the telephone and go back to direct calls."

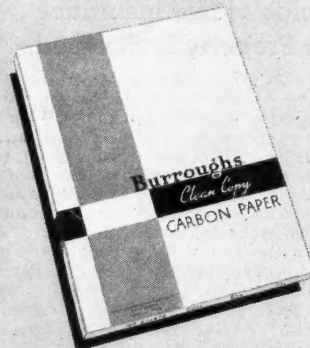
Mr. Prevette said that when he first entered life insurance he pounded the pavements for months at a time without selling a single prospect. He was approached by an advertising agency who wanted someone who could sell a proposition to business houses but they could only give him six weeks to complete the job so it was necessary to conduct an intensive telephone campaign to meet the time limit, which he did. In view of this success he applied the same technique in selling life insurance. "When you reduce selling to ideas you can make those ideas just as effective over the telephone as you can by selling the prospect in person," he pointed out.

Making appointments over the telephone saves a lot of time, expense and worry, Mr. Prevette pointed out. It is estimated that the average salesman uses only two hours each day actually seeing his prospect or customer. All the other time is consumed by the salesman getting from place to place and by calling on prospects who are not available.

paid business is 21% over the same period of 1943.

A. N. Butler Says Hurry Making Reservations

Eastern insurance men wishing to make train and Pullman reservations for the commissioners convention in Chicago June 14-17 should get their requests to Albert N. Butler, vice-president Corroon & Reynolds, 92 William street, New York, as soon as possible. In a week or so the railroads will begin taking reservations from the general public for these dates.



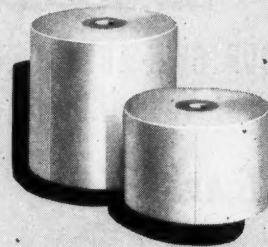
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Every liberal practice consistent with safety of policyholders' funds has been adopted;

Insurance protection at guaranteed low cost has been provided to its policyholders;

Every eligible member of the family can secure a policy for every purse and purpose with premiums payable weekly, monthly, quarterly, semi-annually or annually to suit the policyholders' convenience.

THE HOME LIFE

INSURANCE COMPANY OF AMERICA

Executive Offices
 PHILADELPHIA, PA.

President: Daniel J. Walsh Secretary: Bernard L. Connor
 Treasurer: Charles T. Chase
 SECURITY AND SERVICE SINCE 1899



THE GREAT FINALE

The Parade of Victory is massing its various units for the great finale. The Yanks with their great battle fleets, the lowly freighter and that guardian of the deep, the submarine; tanks, crushing, lumbering masses of steel; great guns, deadly in accuracy; planes, graceful, swift as the flight of the wind; trucks, sturdy and reliant, all are ready.

And the Yanks at home are ready, for they built the units of that parade—product of unending days and nights of labor and sacrifice that the boys may have the best.

To accomplish the Parade of Victory, the Yanks have not scuttled all plans for future protection. Uncle Sam furnishes the boys with insurance protection streamlined to fit their means and the great insurance companies of our land look after the home front. Our people have sacrificed incidentals but more bonds and insurance have been purchased than ever before.

If your part toward victory is that of the Life Underwriter, you will find it pays to be friendly with

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

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of COMFORT**

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lounge, Garage and park-
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WITH LIFE INSURANCE BUYERS ...

- It affords *maximum protection at minimum outlay* to families when expenses are highest — during the children's "growing-up" period.
- When the need for protection is less, the **SPECIAL POLICY** may be continued for a reduced amount, and the premium for this reduced protection is at the same rate as for the original age and date of issue.
- Its Cash and Paid-Up Values and Extended Term Insurance after two years are increasingly valuable equities.

AND WITH BROKERS ...

- The **SPECIAL POLICY** is *readily sold* because of the large amount of protection for a small premium outlay
(The average size **SPECIAL POLICY** sold last year was \$7,663)
- The liberal commissions on this policy quickly build a plus income—income in addition to that from general insurance.
- Complete information about the **SPECIAL POLICY** may be obtained from any Guardian Agency—or by writing to—

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INSURANCE COMPANY OF AMERICA

NEW YORK CITY

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CARTOON BY ALEXANDER

BY COURTESY OF THE PHILADELPHIA EVENING BULLETIN

THE DEEPEST WOUND

TO the mother whose son was slain at Salerno or Tarawa, there could be no greater tragedy. To a nation which lives forever, there could be no greater tragedy than losing the war. But all wounds are not inflicted by the enemy.

On the home front, our deepest wound has been the spectacle of various groups battling with each other for price and wage advantages. If successful, their efforts can lead only to inflation and chaos.

The individuals who comprise these groups are inherently no more selfish than their fellow men. They are the same blood and flesh and bone as their sons and brothers on the battle fronts. Their trouble is that they do not understand.

That is why one hundred sixteen Life Insurance Companies of America are banded together to tell the public the truth—and to show how each individual can help win the vital Battle against Inflation today. The campaign, which is appearing as advertising in leading newspapers in all American cities of over fifty thousand population, as well as in farm papers, is conducted as a responsibility to the sixty-eight million policyholders whose savings are affected.

This company is proud to participate in the campaign of the Life Insurance Companies of America, and to urge that every life insurance man and woman support so worthy a cause.



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